

TEST REPORTS ON DOMESTICS, PERSONALITY, ETC.

Consumer Reports

"FACTS YOU NEED BEFORE YOU BUY"

VOL. 7, NO. 9

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SEPTEMBER, 194



HOW TO BUY A DRESS

SEVEN CENTS HERE
FIFTY CENTS THERE

provide. For the most part, you can't buy a washing machine or an electric refrigerator or a radio-phonograph, either. Most of the high-cost consumer goods have gone to war.

So the days of big savings from wise buying are over. Or are they? Well, suppose CU tells you how you can save five cents on canned tomatoes, and you buy 25 cans or so a year; that's \$1.25 for the year. And suppose CU tells you how you can save 20¢ on a tube of toothpaste . . . 30¢ on a rug shampoo . . . 15¢ on a bath-towel . . . 40¢ on a lipstick . . . and you buy enough of them so your savings in a year come to \$6.

And suppose you make enough savings like this from CU's material so that your total savings on a year's purchases come to \$20. Is that a worthwhile saving? It will more than buy a War Bond. Is that worthwhile?

You bet it is. But can CU really lead you to such savings? You bet we can—and much more.

We estimate that any CU member who puts CU's material to work can save at least twice \$20 in a year . . . at least ten times the cost of his membership.

We know that many members have saved a great deal more than this. We know from letters we've received that lots of members have saved as much as \$40 from a

Unless you're very lucky, you can't buy an automobile any more. And CU members used to save hundreds of dollars from the informed automobile ratings that CU used to

single report . . . like the one on conversion from oil to coal in the last issue . . . like the one on house paints a few issues back . . . like the one on water heaters in June.

We know that our regular reports on care and repair of products lead to regular and often large savings. We know that the concrete, up-to-the-minute, "inside" reporting of the weekly *Bread & Butter* helps members to make their earnings go further in a multitude of ways.

Most of all we know that the savings of seven cents here, fifty cents there, a dollar on this and a dime on that . . . the sort of savings that a CU member makes from one report after another while hardly thinking about them . . . mount up tremendously in the course of a year's buying.

And while he's making the savings, the CU member is also getting better products than he otherwise would get. He is learning much to protect his health via the intelligent counsel in CU's Health & Medicine Section. He is improving his effectiveness as a citizen from the wealth of news and information relating to his interests in every issue of the Reports and *Bread & Butter*.

We think it's a direct service to the war effort to bring consumers these savings . . . these guides to better quality . . . these protections to health . . . these insights into his own interests. An inefficient consumer is a luxury the nation cannot afford in wartime. And CU's wartime job is to dispel inefficiency.

One of your wartime jobs is to help us do that . . . to use fully what we provide . . . to bring in your friends to share what you are getting in the way of savings and information . . . to strengthen us so that we can give more.

CONSUMERS UNION is a non-profit organization chartered under the Membership Corporation Laws of New York State. Its purpose is to furnish unbiased, useable information to help families meet their buying problems, get their money's worth in their purchases, develop and maintain an understanding of the forces affecting their interests as consumers. Consumers Union has no

connection with any commercial interest and accepts no advertising; income is derived from the fees of members, each of whom has the right to vote for candidates to the Board of Directors. More than 70 educators, social workers and scientists sponsor Consumers Union and a national advisory committee of consumer leaders contributes to the formulation of policy (names on request).

Each week *Bread & Butter* consumer goods, local and state section. Unique



& Butter reports on new and predicted price and quality changes in interpreting Washington legislation as it affects consumers, tells what consumer organizations are doing, advises on food buying and preparing among U. S. publications, *Bread & Butter* is the consumer's news-letter.



products based information on consumer's interests the country over.

Each month *Consumer Reports* gives comparative ratings of a variety of on tests and expert examinations, together with general buying guidance, medical and health questions, and news of happenings affecting the tests. The Reports is the manual of informed and efficient consumers



Guide (published as one issue of the Reports) brings preceding issues with new material and special buy of several thousand products, the Buying Guide is an in-member gets a copy of the Guide with his membership.

Each year the 384-page *Buying together* information from all the in advice. Pocket-size, with ratings valuable shopping companion. Every

MEMBERSHIP FEES are \$4 a year, which includes subscription to the Reports and Buying Guide and *Bread & Butter*; \$3.50 without *Bread & Butter* (for foreign and Canadian memberships add 50¢). Reduced membership rates are available for groups of 15 or more (write for details). Library rates, for the Reports

and *Bread & Butter* without the *Buying Guide* issue, are \$3.50; for the Reports alone, \$3.

Membership involves no obligation whatever on the part of the member beyond the payment of the membership fee. Convenient order forms are found on the next to the last page of each issue.

Advertising and the Public Interest

Economic Foundation. The foundation thus enters our lives via a novel and interesting newspaper feature entitled "Wake Up, America!" which the Foundation sponsors and in which, each week, two well-known figures representing different points of view lock horns in a sort of double-jointed debate. Some 400 papers with a total circulation of more than 6,000,000, according to the Foundation, publish the results.

The Foundation's debaters for the last week of last month were Dr. Colston E. Warne, president of CU, and Mr. Lee Brantly, advertising director of the Crowell-Collier Publishing Co. The subject: "Is Advertising Now in the Public Interest?" It's a large subject, and we'd like nothing better than to throw in our two cents' worth. But, for one thing, there isn't room. And, for another, we think Dr. Warne does all right. So here you are, ladies and gentlemen: Dr. Warne and Mr. Brantly.

MR. BRANTLY OPENS: Anything that contributes to the war effort is in the public interest. Look through the pages of any advertising medium today and you'll find one industry after another with no consumer product to sell, subordinating its advertising to the war effort.

At a time when the military news is discouraging, advertising brings good news to the public—news of planes, tanks and guns rolling off the nation's assembly lines—news that inspires hope and confidence. Through advertising the public learns how to conserve essential materials, how to participate on the home front, the reasons for shortages of goods and services and how to make the best of them.

In short, a large and growing cross-section of industry is using advertising today to build and maintain American morale at home by creating an informed and determined public.

Naturally, companies that still make and sell consumer goods continue to advertise their products. By helping to preserve the mechanisms of our economy, this type of advertising will tend to lessen the economic disruption that will inevitably come after the war.

DR. WARNE CHALLENGES: Hitler will never be defeated by whiskey ads, toothpaste ads, or even by noisy, patriotic affirmations of companies with no goods to sell. Manpower and materials are needed for total war, not for disguised advertising ballyhoo.

Talk of employing ads to build morale is sheer nonsense. Actually, profit-laden companies now employ advertising to perpetuate their brandnames and dodge excess-profits taxes by deducting advertising as a "cost of doing business," even though their output could be sold without a nickel's worth of advertising.

Civilian morale is best built by presenting facts from impartial sources and not by tons of self-praise, bought and paid for by industry.

MR. BRANTLY REPLIES: Without propaganda, Hitler's manpower and materials would never have conquered Europe. Without propaganda, we shall never defeat Hitler. Why not let the Government decide whether advertising is a means to this end? The Bureau of Campaigns has been set up by the Office of War Information to enlist the advertising of American industries as a means of educating and inspiring the public to a maximum war effort. Advertising alone won't defeat Hitler, of course, but if we neglect it as a potent wartime instrument, we are not waging total war.

This month's editorial space we turn over to two guest performers, borrowed from the American

DR. WARNE OPENS: Advertising earned a bad enough name in peace-time through its distortions and half-truths. Still, when honestly employed, it aids in distribution. In wartime, its chief function—selling goods—is almost gone.

Price controls, scarcities and rationing testify eloquently to the need for slowing down, not accelerating, consumer demand.

Advertising, of course, helps to preserve brand names. But this advertising (like all advertising) requires tremendous amounts of paper, chemicals, materials, transportation facilities, skilled labor and power—all imperatively needed for the nation's survival.

Yet advertising is not only continuing but, according to a recent trade report (Tide Magazine), is actually running well ahead of its 1935-39 volume.

At the very least, competitive advertising of scarce goods should be abolished for the duration. Let the necessary campaigns for conservation, War Bonds, etc., be run and paid for by their sponsor, the government; let them be unclouded by commercial pleading. Advertising has not, in fact, shown the capacity to work selflessly in the national interest. And work directed to any other interest is not for these critical times.

MR. BRANTLY CHALLENGES: Selling goods is not the chief function of advertising today. Whatever its long-range purpose, national advertising is fulfilling an important wartime function—the building of civilian morale. Industry is doing this with Government approval and encouragement. As Leon Henderson says—"There is a big job for advertising to do in keeping hope and determination blazing... until the people feel the surge of rising confidence which the achievements of industry can start." Naturally, advertising absorbs paper and chemicals and labor. But the public morale, built by advertising, is as essential to the war effort as planes and tanks and ships.

DR. WARNE REPLIES: So private advertising is as essential as airplanes or tanks! How modest and reassuring.

Just turn our advertisement-laden Sunday papers loose on Hitler. He will run before the puclititudinous females, armed with cosmetics and girdles. Beat Hitler with three-color industrial ads saying "forget-me-not." Or, better still, loosen our pontifical radio announcers to do battle for company and country. Forget the cannon, bring on the advertisers!

Can't we have a respite from such profit-motivated hypocrisy, cloaked in the flag? If the government needs to build morale, let it launch a campaign. And pay for it directly.

Consumer Reports

"Because it was established for the very purpose of aiding families to buy wisely, to avoid waste and to maintain health and living standards, and because it is the largest technical organization providing such guidance, Consumers Union recognizes a special responsibility to the nation. In full awareness of that responsibility, we pledge ourselves to do everything in our power to help Americans as consumers make the greatest possible contribution to the national need."—FROM A RESOLUTION ADOPTED ON DECEMBER 10, 1941, BY THE DIRECTORS.

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FOR THE PEOPLE

A digest of government actions in the consumer interest

Federal Trade Commission

With its list of complaints filed August 31, the FTC took up the cudgels against false and misleading advertising of cigarettes.

Says FTC in its complaint against *Lucky Strike*:

- the tobacco it uses is no better than that used in competing brands, and the manufacturers of *Lucky Strike* pay no more than their competitors for the "finer, lighter tobacco";
- among "independent tobacco experts" it's not "*Lucky Strike* two to one" in preference to other brands;
- *Lucky Strike* are not toasted; and further
- they are just as irritating to the throat as are their competitors; they offer no throat protection; they are not easy on the throat;
- they are no less acid than other competing brands;
- neither the cigarettes themselves nor the smoke from them contains less nicotine than do other brands.

As for *Pall Malls*, says FTC of its claims disseminated by magazine, newspaper and radio: "in truth and in fact none of these representations is true." FTC says that

- *Pall Mall* won't filter the smoke in such a way as to get rid of throat irritants;
- the throats of *Pall Mall* smokers aren't protected by *Pall Malls*;
- independent research has not established as a scientific fact that with *Pall Malls* there is less finger stain or no finger stain at all.

Manufacturers of both *Lucky Strike* and *Pall Malls* have been given 20 days to answer FTC's accusations.

An amazing monopoly situation was uncovered in FTC's recent order against the Milk Cap Statistical Bureau. The Bureau, according to FTC, managed to sew up into a neat little monopoly 75 percent of the milk bottle cap industry throughout the United States.

As it was set up, the Bureau consisted of a large number of cap manufacturers. For its members, it rated and classified some 50,000 dairies all over the country. The members thereupon agreed to adhere to the lists of discounts established by the Bureau, and further agreed to allow the Bureau policing powers throughout the industry, to see that price agreements were carried out.

The result: price competition among manufacturers selling disc bottle caps was practically eliminated.

Such monopolistic practices, says FTC, must stop.

Department of Justice

Accusations that they had wasted millions of dollars of the public's money and added to the already serious power shortage were leveled against General Electric and Westinghouse by the Justice Department. The evidence came out in a report submitted to the Senate

Patents Committee; but the Anti-Trust Division which gathered the evidence had been earlier forced to drop legal action for lack of funds.

Although these sensational disclosures are new to the public at large, CU members will recall that over a year and a half ago (*Reports*, January 1941) we disclosed many of the above facts in an article dealing with tests on fluorescent lights, explaining how the utilities companies were playing them down.

The evidence is crystal clear. At the time fluorescent lighting was introduced back in 1938, the utility companies were filled with apprehension lest fluorescent lights—using a third to a half the current for the same candle-power as ordinary incandescent bulbs—make serious inroads into their electric current sales. They wanted to have fluorescent lighting development retarded.

This GE and Westinghouse obligingly helped to do. They promoted fluorescent lights as additions to rather than substitutes for ordinary lighting; they advertised it for special effects. Then, when independent manufacturers began to advertise timidly that fluorescent lighting at home would actually save money, they came through with a new program of "high intensity lighting" with fluorescents, which meant that they would consume as much electricity as ordinary lights.

Said GE in 1939: "The fluorescent bulb should not be presented as a light source which will reduce lighting costs."

Said Westinghouse: "We will oppose the use of fluorescent bulbs to reduce wattages."

Now the situation rests. The Dep't of Justice hasn't the money to continue the case; even if it had, GE has already established the defense that legal involvement now would interfere with its war work. And the Senate Patents Committee is closing its investigations.

And the consumer is left out in the cold.

Food & Drug Administration

An important case, involving a very unimportant product, is now before the Supreme Court in a test case of the Food & Drug Act.

The question to be determined is whether circulars shipped separately from a drug product can be defined as labeling within the F & D Act.

The company appealed from an Appeals Court decision which upheld the F&DA's contention that *Neu-Ovo*, a product recommended in separately-shipped circulars as a treatment for arthritis, is liable to seizure.

The U. S. Court of Appeals had earlier reversed a District Court decision, which held that such circulars were advertising, and therefore liable to the jurisdiction of the FTC rather than F&DA.

The Supreme Court's decision will have a major bearing on how much protection consumers can expect under the Food & Drug Act.

REPORTS ON PRODUCTS

GERALD WENDT, PH.D., SPECIAL TECHNICAL CONSULTANT

Ratings of products represent the best judgment of staff technicians or of consultants in university, governmental and private laboratories. Samples for test are in practically all cases obtained on the open market by CU's shoppers. Ratings are based on laboratory tests, carefully controlled use tests, the opinion of qualified authorities, the experience of a large number of persons, or on a combination of these factors. Even with rigorous tests, interpretation of findings is a matter on which expert opinion often differs. It is Consumers Union's pledge that opinions entering into its evaluations shall be as free from bias as it is possible to make them



Tooth Pastes & Powders

... and liquids, too, may help your toothbrush do its job. They won't keep your mouth alkaline, or remove "film," or "brighten your smile." Here are CU's new test results on 124 brands

MUCH has been said and more has been written about dentifrices and their respective merits. But it is still a fact that none will effectively prevent decay, "add sparkle to your smile," remove "film," or combat mouth odors. If some of them contained the ingredients needed to fulfill their claims, they would probably destroy the teeth. Many of the most publicized dentifrices do not meet government specifications covering abrasiveness, absence of harmful ingredients, acidity or alkalinity, &c.

As the Council on Dental Therapeutics of the American Dental Association, official spokesman for the dental profession, has stated time and again: "... the sole function of a dentifrice is to aid the toothbrush in keeping . . . the teeth clean. . . . A dentifrice may aid the process but it cannot replace the brush."

Good mouth hygiene depends largely on proper diet, proper brushing of teeth (see the *Reports*, January 1941), gum massage, and regular visits to the dentist. No secret formula, no special antiseptics, no "brighteners" can do more.

PASTE, POWDER OR LIQUID?

Manufacturers of only one type of dentifrice, whether toothpaste, powder or liquid, find many reasons for the consumer to prefer that type. Other manufacturers, out to catch everybody, make all types. Essentially, the choice between pastes or powders as such is purely a matter of the individual user's preference.

The phrase, "Do as your dentist does, use powder," is misleading. He may use powder, but he makes it into a paste

with glycerine or water before using it. And that is the main difference between commercial pastes and powders. The basic formula for both consists of some mild abrasive like calcium carbonate or chalk, plus soap or a soap substitute, flavoring oils and some sweetener (saccharin is used most often); in the case of pastes, a binder like glycerine is used to give the proper consistency. To this basic formula has been added a long list of ingredients, both harmless and harmful, with many claims for their respective virtues.

Liquid dentifrices consist, essentially, of a solution or emulsion of soap substitutes—"alkyl sulfates"—in alcohol. The main argument in favor of the liquid dentifrices is that they contain no abrasive material. On the other hand, it has been found that liquid dentifrices sometimes stain the teeth. In fact, some manufacturers of liquid dentifrices like the makers of *Teel*, suggest "an occasional brushing (perhaps once a week) with an abrasive toothpaste or powder."

"Don't let smoke smudge mask your smile," "the smoker's friend," "three shades whiter in three days" are examples of one type of advertising appeal for dentifrices. Few teeth, however, are naturally white; the range of shades is wide, and the only way to whiten teeth is to use a tooth bleach, which may cause irreparable damage to the enamel.

The removal of "film" is another theme in the symphony of dentifrice advertising. For example, some products include digestive ferments on the theory that

their protein-digestive action will dissolve away the accumulated "film" or food debris. There has, as yet, been no evidence to show that these ferments exert any significant effect, or even that removal of "film" is necessary or desirable.

The pet bogey of the promotion man is tooth decay, and the list of agents to combat this foe is long. First there is the "acid-neutralizing" or "alkalinizing" tooth paste or powder, containing milk of magnesia, magnesium hydroxide or carbonate. Theoretically it sounds good. Neutralize the acid which causes decay and you are supposed to be safe. But the mouth tissues are sensitive and may be irritated by excessively alkaline dentifrices. Moreover, the dentifrice is in the mouth so short a time that any neutralizing action is insignificant.

Another method is to get at the root of the evil—the bacteria themselves. And so there are dentifrices fortified with antiseptics. In most cases they are useless and ineffective because of their short contact with the bacteria and their necessarily weak concentration. In some cases, however, prolonged use may be definitely injurious and may even weaken the mouth's natural ability to combat bacterial invasion.

DANGEROUS INGREDIENTS

Among the more dangerous ingredients of dentifrices are sodium perborate and potassium chlorate. Despite the fact (as stated by the American Dental Ass'n) that "the improper use of sodium perborate may give rise to 'chemical burns' of the oral mucosa" (mouth lining), some tooth powders still contain this or similar substances. Even if it causes no irritation, "sodium perborate is a drug that should be used in the mouth only under the supervision of a dentist or physician." Many people use *Vince*, which is 96% sodium perborate, flavored to make it more palatable. They should read carefully the remarks on the package itself, which state explicitly that the user should "follow directions of dentist as to method and frequency of use."

As for potassium chlorate, the evidence presented in the *Journal of the American Medical Association* that "sufficient absorption . . . to produce injurious effects on the . . . general health" might result from the "prolonged use of products containing potassium chlorate" does not deter some makers from using it.

Dentifrices containing charcoal should not be used. As far back as 1932 it was reported (in the *Journal of the American Dental Association*) that clinical experiments showed charcoal from charcoal-containing toothpastes embedded at the gum line, with removal possible only by surgery.

Q. Hat and muff to match, how do I look?
 A. You look as pretty as a picture.
 Q. Then will his heart be mine?
 A. Perhaps—if your smile is lovely.



Q. But what can I do to help my smile?
 A. Better start today with Ipana and Massage.

A thousand little things of Ipana help—
 A matching leopard muff—what
 could be more effusively becoming—
 easily beguiling? More quickly, too, a
 tan's eye is drawn to such a picture.

But how equally his glance turns away
 the admiration of all—unless—if
 girl neighbors and other visitors it to be
 come dull—if the person whose bewitching
 smile of "pout" on her mouth brush.

When "Pout" Tooth Brush® Owners
 When your mouth brush "shines pink," use
 your dentist. It may not mean trouble, but

get his advice. It may be as simple as this
 —store work for lazy gums. And, like
 so many dentists, he may suggest "extra
 stimulation with Ipana and massage."

For Ipana is designed not only to clean
 teeth but, with massage, to aid the gums.
 Each Ipana tooth brush provides a special
 a little extra Ipana over your gums. Then
 investigating "pout" means circulation is
 being caused in the gums—helping them
 to new firmness, more vigorous health.

So get a tube of Ipana today, and let
 Ipana and massage help you to firm
 ... brighter smile, a sparkling smile.

PERHAPS . . . his heart will be hers if her smile is lovely. But her smile won't be lovely because of Ipana, which CU technicians found "Not Acceptable"—or because of any dentifrice, "Acceptable" or not

On the theory that the immediate cause of tooth decay is the action of bacteria on carbohydrates, it would seem that the use of a carbohydrate would defeat the purpose of any dentifrice containing it. Sugar, which was formerly used for flavoring, has been generally supplanted by saccharin, but starch, also a carbohydrate, is still found in some brands. Since the amounts involved are small and are probably washed out of the mouth in rinsing, CU rates such dentifrices as "Acceptable," noting the presence of starch.

Prevention of gum disease is as important as prevention of tooth decay itself, because softening and recession of the gums make neat little hideaways for impacted food and bacteria. Moreover, healthy gums aid in combatting and preventing disease of the mouth. One of the major operations in oral hygiene, therefore, should be regular and effective massaging of the gums. But do not be misled by dentifrices claiming special effectiveness for gum massage. Your toothbrush—or your finger—will do as good a job.

Social ostracism and its attendant horrors have been the foundation for the campaign against bad breath. Bad breath may result from the eating of

certain foods, it may be due to some serious disease or it may be merely a local manifestation of tooth decay or some disease of the mouth. In any case, no dentifrice can cure it. It may be subdued or overcome for a short time with a strong odor of peppermint, clove or cinnamon, but the underlying cause remains.

Flavor is perhaps the most common basis for choice of a dentifrice. It is, of course, a personal judgment which has nothing to do with the ability of the dentifrice to do its work, and so is not covered in the ratings.

HOW CU TESTED

The methods of test contained in the Federal Specifications for dentifrices formed the basis for CU's tests, with a few additional tests included. Sixty-eight brands of toothpaste, 45 powders and 11 liquids were examined.

The abrasive action of a dentifrice is an important factor in determining its acceptability. The preservation and protection of the enamel, which in turn protects the softer dentin and cementum portions of the tooth, is essential; thus, any dentifrice which may scratch the enamel is a definite danger.

The test used for abrasiveness in CU's

laboratory is the one specified by the Government. The abrasive action is determined by the scratching produced on a glass plate; the condition of the plate after the standard test with any given toothpaste or powder is a fair indication of what that powder or paste may do to the tooth. Ten of the 68 toothpastes tested and four of the 45 powders were found to be excessively abrasive.

Convenience for use is also an important quality of a dentifrice. Powders should be neither too fluffy nor lumpy or caked. Pastes should not be too thick nor too thin; they should retain their consistency at room temperature and should not change with heat or cold. Liquids should pour readily, but not so readily that more flows into the basin than onto the toothbrush. Tests were performed to determine these properties.

Other tests were performed to determine the degree of alkalinity or acidity, and the presence of sodium perborate, potassium chlorate and starch.



A Division of Procter & Gamble
IPANA TOOTH PASTE

TOOTH PASTES

Best Buys

The following brands of the "Acceptable" list are judged to offer the best value for the money. For full details, see listings under "Acceptable."

Milk-i-dent Dental Cream.
CD.

Acceptable

(In order of increasing cost per ounce, but see comments)

Milk-i-dent Dental Cream (Trade Laboratories, Inc., Newark, N. J.). 5.6-oz. tube, 20¢; cost per oz., 3½¢.

Craig-Martin Tooth Paste (Comfort Mfg. Co., Chicago, Ill.). 5.2-oz. tube, 21¢; cost per oz., 4¢. Contained starch.

CD (Cooperative Distributors, NYC). 3.8-oz. tube, 19¢; cost per oz., 5¢.

McKesson's Magnesia Tooth Paste (McKesson & Robbins, Bridgeport, Conn.). 2½-oz. tube, 2 for 29¢ (package marked 25¢); cost per oz., 6¢.

Macy's Foamy Tooth Paste (R. H. Macy, NYC). 4-oz. tube, 23¢; cost per oz., 6¢.

Macy's Wintergreen (R. H. Macy). 4½-oz. tube, 26¢; cost per oz., 6¢.

Best Tooth Paste (distrib., Whelan Drug Co., NYC). 3½-oz. tube, 20¢; cost per oz., 6¢. Tended to harden on standing.

TMC Tooth Paste (May Dep't Stores, Los Angeles, Calif.). 4½-oz. tube, 23¢; cost per oz., 6½¢.

Phillips' Milk of Magnesia (Chas. H. Phillips Chemical Co., NYC). 3.6-oz. tube, 24¢; cost per oz., 6½¢. Contained starch.

Scientific Tooth Paste (distrib., H. S. Kress Co., NYC). 1½-oz. tube, 10¢; cost per oz., 7¢. Tended to harden on standing.

TMC Tooth Paste for Massaging Gums

(May Dep't Stores). 4½-oz. tube, 23¢; cost per oz., 7¢. Gum massage claims objectionable. Tended to harden on standing.

Macy's Mint Flavored Tooth Paste (R. H. Macy). 2½-oz. tube, 18¢; cost per oz., 7¢.

Macy's Alkalinating Tooth Paste (R. H. Macy). 3-oz. tube, 21¢; cost per oz., 7¢.

Kleenrite Tooth Paste (Rite Laboratories, Los Angeles, Calif.). 3½-oz. tube, 33¢; cost per oz., 7¢. Contained starch.

Goldblatt's Bond-Mint Flavored (Goldblatt Bros., Chicago, Ill.). 3½-oz. tube, 23¢; cost per oz., 7¢.

Gimbels Dental Cream (distrib., Gimbel Bros., NYC). 3½-oz. tube, 25¢; cost per oz., 7¢.

Gimbels Tooth Paste (Gimbel Bros.). 3½-oz. tube, 25¢; cost per oz., 7¢.

Triplemint Tooth Paste (Sheffield Co., New London, Conn.). 1½-oz. tube, 10¢; cost per oz., 7½¢. Tended to harden on standing.

PS Dental Cream Containing Magnesia (distrib., Associated Merchandising Corp.¹). 2½-oz. tube, 19¢; cost per oz., 7½¢—in Brooklyn. In San Francisco, 2½-oz. tube, 25¢; cost per oz., 10¢. Tended to separate on standing.

ADS Dental Paste (American Druggists Syndicate, Inc., NYC). 2½-oz. tube, 2 for 33¢; cost per oz., 7½¢.

Ward's Mint Tooth Paste (Montgomery Ward & Co., Chicago, Ill.). 2.6-oz. tube, 20¢; 2 for 39¢; cost per oz., 7½¢. Tended to harden on standing.

Dr. West's Tooth Paste (Weco Products Co., Chicago, Ill.). 2-oz. tube, 15¢; cost per oz., 7½¢. Contained starch.

Ward's Dental Cream (Montgomery Ward & Co.). 2½-oz. tube, 20¢; 2 for 39¢; cost per oz., 8¢.

Mador Milk of Magnesia Tooth Paste (Mador, Inc., Chicago, Ill.). 3-oz. tube, 23¢; cost per oz., 8¢. Weight of contents not stated on package. Contained starch.

Schulte Milk of Magnesia Tooth Paste (A. Schulte, NYC). 3-oz. tube, 25¢; 2 for 45¢; cost per oz., 8¢.

Listerine Tooth Paste (Lambert Pharmacal Co., St. Louis, Mo.). 4.1-oz. tube, 33¢; cost per oz., 8¢. Tended to separate on standing.

Macy's Soapless Tooth Paste (R. H. Macy). 3-oz. tube, 24¢; cost per oz., 8¢. Tended to separate on standing.

Co-op Tooth Paste (National Cooperatives, Inc., Chicago, Ill.). 3.2-oz. tube, 25¢; cost per oz., 8¢.

Hearns Blue Diamond Tooth Paste, Mint Flavor (Hearns, NYC). 4-oz. tube, 31¢; cost per oz., 8¢.

Hearns Blue Diamond Tooth Paste (Hearns). 4-oz. tube, 31¢; cost per oz., 8¢. Tended to separate on standing.

Briten (United Drug Co., Boston). 4½-oz. tube, 39¢; cost per oz., 8½¢.

Walter's Tooth Paste for Massaging Gums (Sears-Roebuck & Co., Chicago, Ill.). 2½-oz. tube, 23¢; cost per oz., 9½¢. Tended to harden on standing.

Squibb Dental Cream (E. R. Squibb & Sons, NYC). 5-oz. tube, 49¢; cost per oz., 10¢. Acid-neutralizing claims objectionable.

Schulte Mint Tooth Paste (A. Schulte). 2½-oz. tube, 25¢; 2 for 45¢; cost per oz., 10¢. Tended to harden on standing.

De Haven Tooth Paste (distrib., Pennsylvania Drug Co., NYC). 2½-oz. tube, 23¢; cost per oz., 10¢. Consistency rather thick at all temperatures.

The Fair Tooth Paste (The Fair, Chicago, Ill.). 3½-oz. tube, 39¢; cost per oz., 10½¢.

Klenzo Dental Creme (United Drug Co.). 3½-oz. tube, 39¢; cost per oz., 11¢.

Forhan's for the Gums (Forhan's, Div. Zonite Products Corp., New Brunswick, N. J.). 3½-oz. tube, 39¢; cost per oz., 12½¢.

Pepsodent (Pepsodent Co., Chicago, Ill.). 3-oz. tube, 39¢; cost per oz., 13¢. Tended to separate on standing.

Regum (Norwich Pharmacal Co., Norwich, N. Y.). 1½-oz. tube, 25¢; cost per oz., 14¢. Contained starch.

Halesworth Tooth Paste (Hale Bros. Stores, Inc., San Francisco). 2½-oz. tube, 33¢; cost per oz., 14½¢.

Kolynos Tooth Paste (Kolynos Co., New Haven, Conn.). 2-oz. tube, 39¢; cost per oz., 19½¢. Tended to separate on standing. Advertising claim, "lasts twice as long," objectionable.

Not Acceptable

(In alphabetical order)

Approved Dental Cream (Sears-Roebuck & Co.). 5-oz. tube, 33¢; cost per oz., 6½¢. Excessively abrasive. Contained starch.

Bonded Tooth Paste (William A. Webster Co., distrib., Sontag Drug Co.). 4-oz. tube, 27¢; cost per oz., 7¢. Two samples tested showed differences. One, consistency at room temperature too thin, also excessively abrasive. Other OK at room temperature and slightly abrasive. Both excessively alkaline.

Boriclor (Borine Mfg. Co.). 2-oz. tube, 39¢; cost per oz., 19½¢. Some separation of liquid at room temperature. Weight not noted on tube or carton. Contained (as stated on paper carton) ipecac 3%, potassium chloride 16%, borine 20%.

Bost Tooth Paste (Bost Tooth Paste Corp.). 2.4-oz. tube, 32¢; cost per oz., 13½¢. Contained starch. Tended to thin out on standing. Advertising claims of removing tobacco stains, brownish tinge, &c. objectionable.

Brundage Improved (J. R. Brundage, Inc.). 4.6-oz. tube, 20¢; cost per oz., 4½¢. Tended to separate on standing.

Brytor (distrib., Stineway Drug Stores). 2½-oz. tube, 23¢; cost per oz., 10¢. Two samples tested found variable. In one, consistency at room temperature too thin. Tended to liquefy on standing. "For massaging gums" advertising objectionable.

Castilla Tooth Soap (Castilla Products, Inc.). 1½-oz. tube, 35¢; cost per oz., 25¢. Excessively alkaline.

Charcoal Tooth Paste (Morin Co.). 1-oz. tube, 10¢; cost per oz., 10¢. Contained starch. See story for objection to charcoal.

Colgate Ribbon Dental Cream (Colgate-Palmolive-Peet). 3½-oz. tube, 37¢; cost per oz., 10¢. Became quite liquid on standing. Excessively abrasive. Contained starch.

Dan-O No. 33 Formula Tooth Paste

(Daniel Distributing Co.). 3.8-oz. tube, 23¢; cost per oz., 6¢. Two tubes tested. Both leaked. Liquid separated in both. Contained starch. Anti-acid advertising claims objectionable.

Detoxol Tooth Paste (Merrell Co.). 3½-oz. tube, 39¢; cost per oz., 12¢. Consistency at room temperature unsatisfactory—very thin.

Gilbert's PMG Tooth Paste (Gilbert Laboratories). 3-oz. tube, 39¢; cost per oz., 13¢. Two tubes tested. Both leaked. Both had strong, unpleasant odor. Tended to liquefy on standing. Excessively abrasive.

Ident No. 1 (Ident Chemical Co.). 3½-oz. tube, 37¢; cost per oz., 10½¢. Tended to liquefy on standing. Excessively abrasive. "Made by a dentist" advertising objectionable.

Ident No. 2 "For Teeth Hard to Bryten" (Ident Chemical Co.). 3½-oz. tube, 37¢; cost per oz., 10½¢. Tended to liquefy on standing. Excessively abrasive.

Ipana Tooth Paste (Bristol-Myers Co.). 2.6-oz. tube, 39¢; cost per oz., 15¢. Contained beta-naphthol, objectionable in a dentifrice.

Mi31 Tooth Paste (United Drug Co.). 5½-oz. tube, 50¢; cost per oz., 9½¢. Excessively abrasive.

Oraline Tooth Paste (S. S. White Dental Mfg. Co.). 2-oz. tube, 25¢; cost per oz., 12½¢. Consistency at room temperature too thin. Tended to liquefy on standing.

PS for Massaging Gums (Associated Merchandising Corp.). 2½-oz. tube, 19¢; cost per oz., 8½¢—in the East; In the West—25¢ per tube, cost per oz., 11¢. Tended to harden on standing. "Type of formulation to be used in massaging gums" advertising objectionable.

PS Mint Flavored Tooth Paste (Associated Merchandising Corp.). 2½-oz. tube, 19¢; cost per oz., 7¢—in the East; In Bullock's, Los Angeles—35¢ per tube; cost per oz., 12½¢. Contained starch. Tended to harden on standing.

Pebeoco Regular Tooth Paste (Lehn & Fink Products Corp.). 3½-oz. tube, 39¢; cost per oz., 12¢. Contained potassium chloride. Tended to harden on standing.

Rexall Milk of Magnesia with Precipitated Chalk (United Drug Co.). 3½-oz. tube, 33¢; cost per oz., 9¢. Excessively abrasive. Acid-neutralizing claims objectionable.

Sanikleen with Milk of Magnesia (Sanikleen Products Co.). 5-oz. tube, 20¢; cost per oz., 4¢. Consistency at room temperature too thin. Excessively abrasive.

Spearmint Tooth Paste (Wrigley Pharmaceutical Co.). 2-oz. tube, 10¢; cost per oz., 5¢. Excessively abrasive.

S.T. 37 (Sharp & Dohme). 1½-oz. tube, 25¢; cost per oz., 14½¢. Contained hexylresorcinol, antiseptic known to cause irritation. Tended to separate on standing.

Walgreen's Magnesia Tooth Paste (Walgreen & Co.). 2½-oz. tube, 2 for 29¢; cost per oz., 6¢. Liquid separated at room temperature.

Worcester Salt Tooth Paste (Worcester Salt Co.). 3-oz. tube, 39¢; cost per oz., 13¢. Tended to separate on standing.

CONTINUED ON PAGE 232

¹ For list of AMC stores, see page 11 of your 1942 Buying Guide.

TOOTH POWDERS

Best Buys

The following brands of the "Acceptable" list are judged to offer the best value for the money. For full details, see listings under "Acceptable."

Ward's.
Co-op.

Acceptable

(In order of increasing cost per ounce)

Ward's (Montgomery Ward & Co., Chicago, Ill.). 7-oz. can, 24¢; cost per oz., 3½¢.

Dr. Lyon's Tooth Powder (R. L. Watkins Co., NYC). 16-oz. can in New York City ranged in price from 51¢ to \$1.00; cost per oz., 3¢ to 6¢. Prices change frequently. Outside New York, price may range from \$1.09 to \$1.50; cost per oz., 7¢ to 9¢. First sample was short weight (15.3-oz.). Another can, bought expressly to check weight was also short weight (15.6-oz.).

Labratest (Labratest, Inc.; distrib., Bloomingdale's, NYC). 16-oz. can, 44¢; cost per oz., 2½¢; 6-oz. can, 18¢; cost per oz., 3¢.

Macy's (R. H. Macy & Co., NYC). 8-oz. can, 29¢; cost per oz., 3½¢.

Co-op (Stevens-Wiley Mfg. Co., Inc., Phila.; distrib., Eastern Cooperative Wholesale, Bklyn, NY). 6-oz. can, 27¢; cost per oz., 4½¢.

Gimbels (Gimbels Bros., NYC). 4-oz. can, 19¢; cost per oz., 5¢.

CD (saccharin) (Cooperative Distributors, NYC). 4½-oz. can, 22¢; cost per oz., 5¢.

Craig-Martin (Comfort Mfg. Co., Chicago, Ill.). 2-oz. can, 10¢; cost per oz., 5¢.

Sanikleen (Sanikleen Products Co., Memphis, Tenn.). 2-oz. can, 10¢; cost per oz., 5¢.

Williams (J. B. Williams Co., Glastonbury, Conn.). 2-oz. can, 10¢; cost per oz., 5¢.

Orrins (C. J. Graver & Co., Cleveland, Ohio). 16-oz. can, 89¢; cost per oz., 5½¢. 4-oz. can, 29¢; cost per oz., 7½¢.

Hearns Blue Diamond (Hearns, NYC). 8-oz. can, 47¢; cost per oz., 6¢.

TMC (May Dep't Stores, St. Louis, Mo.). 8-oz. can, 49¢; cost per oz., 6¢.

Britten (United Drug Co., St. Louis, Mo.). 6-oz. can, 39¢; cost per oz., 6½¢.

Pebeo (Lehn & Fink Products Corp., Bloomfield, N. J.). 3½-oz. can, 25¢; cost per oz., 7¢.

Phillips' Milk of Magnesia (Charles H. Phillips Chemical Co., NYC). 2½-oz. can, 19¢; cost per oz., 7¢.

Rexall Pearl (United Drug Co.). 3½-oz. can, 25¢; cost per oz., 7¢.

Halesworth (Hale Bros., San Francisco). 4½-oz. can, 2 for 65¢; cost per oz., 7½¢.

Colgate (Colgate-Palmolive-Peet, Jersey City, N. J.). 4-oz. can, 37¢; cost per oz., 9¢.

Squibb (E. R. Squibb & Sons, NYC). 2½-oz. can, 23¢; cost per oz., 9¢.

Pepsodent (Pepsodent Co., Chicago, Ill.). 4½-oz. can, 39¢; cost per oz., 9½¢.

Lactisol Soluble Tooth Powder (Wright & Lawrence, Inc., Chicago, Ill.). 5-oz. can, 50¢; cost per oz., 10¢. Somewhat lumpy.

Listerine (Lambert Pharmacal Co., St. Louis, Mo.). 2½-oz. can, 23¢; cost per oz., 10¢.

Kolynos (Kolynos Co., New Haven, Conn.). 4-oz. can, 39¢; cost per oz., 10¢; 2-oz. can, 2½¢; cost per oz., 10½¢.

Pro-phy-lac-tic (Pro-phy-lac-tic Brush Co., Florence, Mass.). 2½-oz. can, 25¢; cost per oz., 11¢.

Pycopé (Pycopé, Inc., Jersey City, N. J.). 6½-oz. can, 89¢; cost per oz., 14¢.

Detoxol (Merrell, Inc., Cincinnati, Ohio). 2.3-oz. can, 33¢; cost per oz., 14½¢.

Forhan's (Forhan's, Div. Zonite Products Corp., New Brunswick, N. J.). 10¢ size contained a little more than ½ oz. No weight stated on can. Cost per oz., about 18¢.

Revelation (August E. Drucker Co., San Francisco). 2½-oz. can, 50¢; cost per oz., 21¢.

Not Acceptable

(In alphabetical order)

Albodon (Wm. R. Warner & Co.). 4-oz. can, 59¢; cost per oz., 15¢. Contained sodium perborate.

Approved (Sears-Roebuck Co.). Cat. No. 5750. 3½-oz. can, 23¢; cost per oz., 6½¢. Excessively alkaline.

Calox (McKesson & Robbins, Inc.). 12-oz. can, \$1.25; cost per oz., 10½¢. Contained perborate or oxygen-liberating compound.

Caroid (American Ferment Co., Inc.). 2-oz. can, 48¢; cost per oz., 24¢. Excessively abrasive. Expensive. "Fruit" ferment of no value in a dentifrice.

CD (salt) (Cooperative Distributors). 4½-oz. can, 22¢; cost per oz., 5¢. Excessively abrasive.

Goldblatt's Bond (Goldblatt Bros.). 2-oz. can, 2 for 19¢; 4 for 39¢; cost per oz., 5¢. Excessively abrasive.

Me31 (United Drug Co.). 3½-oz. can, 29¢;

cost per oz., 8½¢. Contained sodium perborate.

Mil-ox (American Pharmaceutical Co., Inc.). 4-oz. can, 29¢; cost per oz., 7¢. Contained sodium perborate.

Orlis (Valentine Laboratories, Inc.). 3½-oz. can, 39¢; cost per oz., 11¢. Excessively abrasive. 11-oz. size contained sodium perborate.

PS (Associated Merchandising Corp.). 4½-oz. can, 17¢; cost per oz., 4¢. Contained perborate or similar oxygen-liberating substance.

Pyroside (National Dental Co.). 4-oz. can, \$1; cost per oz., 25¢. Strong medicinal odor. Contained cresol.

Rexall Milk of Magnesia (United Drug Co.). 3½-oz. can, 29¢; cost per oz., 8½¢. Contained sodium perborate.

Sodium Perborate (Flavored) (Laxseed Co., Inc.). 1½-oz. can, 10¢; cost per oz., 6¢. Similar to **Vince** below; not to be used as a regular dentifrice.

Vince (Vince Laboratories, Inc.). 1 lb. can, \$1.69; cost per oz., 10½¢. 96% sodium perborate; not to be used as a regular dentifrice.

Walgreen's Magnesia (Walgreen Co.). 5½-oz. can, 37¢; cost per oz., 6½¢. Contained perborate or similar oxygen-liberating compound.

Zincora (Park Laboratories). 4½-oz. can, 35¢; cost per oz., 8¢. Contained perborate or similar oxygen-liberating compound.

LIQUID DENTIFRICES

Acceptable

(In order of increasing cost per fluid ounce, but note comments in article)

Craig-Martin Full Foam (Comfort Mfg. Co., Chicago). 2-oz. bottle, 10¢; cost per oz., 5¢.

Sanikleen (Sanikleen Products Co., Memphis, Tenn.). 2-oz. bottle, 10¢; cost per oz., 5¢.

Bonded Original Liquid Dental Cream (Wm. A. Webster Co., Memphis, Tenn.).



DENTIFRICES being prepared for a test of their alkalinity. One of the powders tested and two of the pastes were found to be excessively alkaline.

2-oz. bottle, 12¢; cost per oz., 6¢. 4-oz. bottle, 29¢; cost per oz., 7¢.
Kleenrite (Rite Laboratories, Los Angeles). 4-oz. bottle, 19¢; cost per oz., 5¢. 2-oz. bottle, 12¢; cost per oz., 6¢. Tended to separate on standing.
Macy's (R. H. Macy, NYC). 2-oz. bottle, 19¢; cost per oz., 9½¢.
Cue (Colgate-Palmolive-Peet, Jersey City, N. J.). 3-oz. bottle, 39¢; cost per oz., 13¢.
Pepsodent (Pepsodent Co., Chicago). 3-oz. bottle, 39¢; cost per oz., 13¢.
Teel (Procter & Gamble, Cincinnati). 3-oz. bottle, 39¢; cost per oz., 13¢.

Not Acceptable

(In alphabetical order)

Gleem (Oxford Products, Inc.). 4-oz. bottle, 39¢; cost per oz., 10¢. 2-oz. bottle, 23¢; cost per oz., 11½¢. 6 bottles examined, all contained sediment of phosphates and amorphous matter. Excessively acid.
Lyncrest (W. T. Grant). 6-oz. bottle, 23¢; cost per oz., 4¢. 2-oz. bottle, 10¢; cost per oz., 5¢. Formed solid gel on standing.
Vray (Weco Products Co.). 6-oz. avoirdupois bottle, 39¢; cost per oz., 6½¢. Contained 3½ fluid oz.; cost per fluid oz., 11¢. Contained starch. Separated into solid and liquid portions which are hard to mix. For complete report, see the *Reports*, October 1940.

Watch for . . .

Work on the following reports, among others, is either now under way or scheduled to begin soon:

Work Pants

Canned Corn

Toilet Soap

Women's Slips

Layettes

Canned Peaches

Grapefruit Juice

Oleomargarine

Tomato Juice

Are Tire Gauges Accurate?

Proper inflation adds life to your tires, but can you get a good tire gauge to check pressure? Deviations of from one to four pounds too low were revealed in CU's tests on eight brands, but even so it's a good idea to have your own gauge

An important aid to long tire life is proper inflation (for recommended pressures, see "Care & Repair" page 234). While an occasional driver can tell by the "feel" of the car as he drives whether his tires are too hard or too soft, most owners will find a tire gauge a better source of information. Kicking the tires or merely looking at them, which are the only other alternatives, do not yield good results.

But how accurate are tire gauges? CU bought three samples of each of eight widely-distributed brands and checked their accuracy in an automotive laboratory. The gauges were applied repeatedly to a regulation tire valve stem connected to a compressed air line. Pressure in the line, measured by a precision dial gauge which had been carefully calibrated, was maintained at normal tire pressure (around 28 pounds per square inch). The ratings below are based on average readings taken from each set of samples; wide variations within a brand are noted.

READINGS TOO LOW

One of the important findings was that, while several of the gauges were far from accurate, none read too high; that is, tires inflated according to the readings on these gauges would in no case be underinflated.

Most of the gauges were of satisfactory workmanship and appearance, but several had flimsy blades and were hard to read. The Schrader gauge, probably the best known, had the sturdiest blade and the most legible calibration, but was fairly well down on the list for accuracy. An additional three samples of the Schrader were tested to provide a fuller check on variations within a brand; the results were discouraging. With these six samples, as well as with the other sets of three, absolute accuracy was conspicuous by its absence and variations of about two pounds between different samples were standard.

The motorist does not always have to have his own gauge. He can check his tires at a filling station. If he does, how accurate will the readings be? In a spot check of 10 filling stations, four gauges were found to be accurate, two were low

by not more than one pound, one gauge was a pound high (showed the tire to have more pressure than it actually did), one read two pounds high, and another three pounds high. Use of this gauge would cause serious underinflation and excessive tire wear.

Most gauges at oil company filling stations are checked periodically against a master gauge (the same procedure is not so likely at independent stations). The variations shown above indicate that it would be a good idea to learn, before inflating your tires at a station, when the last inspection, if any, was made.

HOW TO BUY A GAUGE

If you buy a gauge of your own—and this is probably the safest procedure—do not accept the first one that comes to hand. Test half a dozen, if possible, and buy one that gives an average reading on one of your tires. Follow this up by making a date with your neighborhood filling station or tire repair shop to test your gauge against the company's master gauge. A good gauge should give long service in normal use. One old cylinder-type Schrader, in use for the past 12 years, was found to be only one-half pound off when calibrated in current tests.

In using a hand gauge, check the pressure before inflating each tire as well as afterward. A low reading on one tire only is a good indication of leakage. After inflation, see that each valve has its cap screwed finger tight.

Best Buy

The following is judged to offer the best value for the money. For full details see listing under "Acceptable."

Cross Country

Acceptable

(In order of accuracy of samples tested)

Cross Country (Sears-Roebuck & Co.). Cat. No. 28D1076. Store price, 85¢. Pencil-type gauge. Weight 1.5 oz. Apparently made by and identical with *Acme*, below, but the samples tested were much more accurate. Construction and finish, fair. Accuracy, very good. Legibility of dial, fair. Maximum deviation, 1 lb. too low.

Acme (Acme Air Appliance Co., Brooklyn, N.Y.) 89¢ in Western Auto Stores. Clock- or dial-type gauge. Weight 2 oz. Plastic case, with air chuck threaded into plastic. Finish good. Samples very accurate, but judged to be less rugged under rough handling than pencil-type gauges. Legibility of dial good. Maximum deviation, 1 lb. too low.

Supreme (Montgomery Ward & Co. stores only.) 75¢. Pencil-type. Similar to but not identical with **Supreme** rated below. Legibility of the scale poor, blade construction fair, exterior finish (on *Ward's* model only) good. Maximum deviation, 1½ lb. too low.

Select (Select, Brooklyn, N.Y.) 98¢ in A.C. Schwarz Co. Stores, NYC. Pencil-

type. Weight 1.75 oz. Blade loose. Exterior finish fair. Scale quite difficult to read. Maximum deviation, 1½ lb. too low.

Schrader (A. Schrader's Son, Brooklyn, N.Y.) \$1.25. Pencil-type. Weight 1.66 oz. Good construction, most legible scale (only one calibrated in individual pounds), and strongest blade. Accuracy

Care & Repair: Your Tires

By carefully conserving and repairing articles so that replacements can be postponed, consumers can protect their own budgets while lessening the strain on the nation's available supplies of war-needed materials. This is one of a series of special reports designed to help you make the things you use last longer.

EDITORIALS and advertising in the press are currently full of tire-saving suggestions. Some of these are inaccurate, or vague, or represent half-way measures. Some are glossed-over invitations to spend money on particular products or on tire "services."

CU has discussed the subject of tire conservation in several previous issues, but feels there is now a need for an unbiased round-up of the best available information as a guide to car owners. The information here presented has been compiled by CU's automotive consultants to fill that need.

Ten Major Principles of Tire Care

1. Speed: Do not drive over 40 miles per hour at any time—not over 30 in the city. This precaution alone will add 15 to 50 percent to the life of your tires. You may have trouble keeping down to these speeds at first, so watch your speedometer very closely.

2. Starting and Stopping: Put as little power through the tires as you can. Accelerate slowly when lights turn green, be in high gear above 10 mph. Do not try to compete with other drivers. Take corners slowly, and slow down gradually to stops you can foresee. Avoid having to use the brakes. If brakes lock the wheels despite careful application, have them readjusted or relined. If clutch "grabs" and spins wheels in starting, get it fixed.



3. Inflation: Check tire pressures twice a week, and after every sharp change in atmospheric temperature. Do not let air out of the tires when they ride hard because driving has warmed them up. Keep valve caps screwed tight on all valve stems. Remember that maintaining pressure is extra important when your car carries a capacity load—as it should in these times.

4. Pressure: Inflate four-ply tires smaller than 6.00 inch (except the very old high pressure tires) to 30 pounds; other four-ply tires, 28 pounds pressure. Six-ply tires should carry 36 pounds. If you must overload your car, go two or three pounds higher temporarily. *Otherwise do not overinflate.* The above pressures are based on Tire and Rim Association specifications for best tire life. Disregard car manufacturers' figures to the contrary. They are apt to be for best riding, not maximum tire life.

5. Road Surface: Watch the road while you drive. Avoid holes in the road, loose stones, broken glass and sharp bumps. Reduce speed on rough roads. Stay off unsurfaced roads if possible; they make tires wear two or three times faster. Park very slowly to avoid hard blows against curbstones, and do not rub tires along them.

6. Flat Tires: If a tire goes flat, do not apply the brakes suddenly. Make a gradual stop, well off the road if possible. *Go no further* on the flat; even a short distance is likely to ruin casing and tube. Most punctures cause a slow loss of air; be alert to detect a soft tire by the way the car handles. A soft rear tire will make the car wander from side to side. A soft front tire "pulls" steadily to one side, can be felt at the steering wheel. If the car handles queerly, get out and inspect the tires. Better to be fooled repeatedly

than to let a tire go flat and damage itself.

7. Alignment: Make certain that front wheels have good alignment (proper amount of toe-in), and that no wheels wobble. (Watch the wheels as someone drives your car toward and away from you.) Arrange to check front wheel toe-in on a drive-over gauge monthly, or after striking rocks or curbs with force. (For further information on ways to maintain good front wheel alignment see "Car Conservation Programs," *Consumer Reports*, June 1942.)

8. Inspection: Look the tires over frequently for cuts and remove imbedded stones, glass or nails. Deep cuts should be treated (preferably vulcanized) by a tire repair man. Keep the tires clean, especially of grease or oil, and keep them out of strong sunlight as much as you can.

9. Switching: Change tires around every three or four thousand miles to equalize the wear. Include the spare if serviceable. Any of the tire-rotating plans will do, or see diagram on page 39 of *Consumer Reports*, February, 1942. If you decide to retain front tires on front wheels, interchange the front wheels at above mileage, and reverse the tires on the rims, with the inside to the outside.

10. Tire Repair: Small nail holes in a casing are self-sealing, and a cold patch on the inner tube is adequate. Larger cuts penetrating to or through the cord fabric, and breaks that show up inside the casing, should be vulcanized to prevent decay or further damage to the tire, as well as to the tube. Rebuilding of such spots calls for new cord plies and gum rubber, properly vulcanized, and is expensive (if you are able to get it done at all now). But the alternative is slow ruin of the irreplaceable casing. Damage from running the casing flat often cannot be repaired.

only fair. Maximum deviation, 3 lb. too low.

Supreme (Triple X Stores and others.) 69¢. Pencil-type. Weight 1.5 oz. Construction similar to *Ward's* above but the exterior finish was less attractive. Accuracy of samples varied widely. Fairly rugged construction, but the scale was not easy to read. Maximum deviation, 3 lb. too low.

Acme (Acme Air Appliance Co., Brooklyn, N.Y.) 98¢. Pencil-type. Weight 1.5 oz. Identical in appearance and construction with Sears' *Cross Country*, listed as "Best Buy," but samples tested were more inaccurate. Legibility fair. Maximum deviation of any one sample, 2 lb. too low, but all samples tested deviated considerably from correct value.

Not Acceptable

Rex (Rex Accessories Co.) \$1.25, with cloth carrying case. Clock-type. Heavy. Weight 3 oz. Small scale, hard to read accurately. Accuracy of samples very poor. Only gauge of those tested without pin for letting air out of tires. Maximum deviation, 4 lb. too low.

Pros & Cons of "Tire Savers"

As lack of rubber bears down harder on the motorist, he is offered an increasing number of lotions, potions and notions that will, according to the vendors, lengthen tire life, preserve rubber, prevent punctures, do away with "loss of air," &c. Just what is worth buying and worth doing to keep your car "on its feet" and help you extract the last possible tire mile?

Generally speaking, nothing that can be painted onto tires, puttied into cuts, or squirted into the inner tube, will benefit the motorist. If you are tempted to mix *Airin* powder with water and put it into your inner tubes, just because the trucks at Boulder Dam used water in their tires, don't do it. Have no faith that *Safe-T-Seal* will make your tires run cooler or that it will "rush" into nail holes in the tubes. Nor will *Ruberol* tire preservative do more than beautify your tires for a short time.

The rubber on the sidewalls of a tire is there chiefly for looks and waterproofing. It is the canvas carcass behind it that is important. Painting the outside of the tire will do nothing for the carcass. Chemical age resistors were built into all tires at the factory, anyway.

Painting the *tread* of a tire is an even better way to waste your money. Paint will soon wear off, of course, and it won't increase the wear resistance of the tread. That was increased to the maximum at the factory by the inclusion of carbon black and other materials.

Rubber putty does not "repair" cuts or cracks in the tire. Only as long as it provides a tight, sealed surface will it even keep water out, and it cannot be relied on to do this for long. Vulcanization is the permanent cure.

Materials to squirt inside your inner tubes, to maintain air pressure, stop leaks and punctures, &c., are not new. People were suspicious of them thirty years ago. Most of them drifted off the market as tires improved. Now they are back, under new and ingenious names, put out in many cases by fly-by-night concerns, and

guaranteed (if at all) only to be harmless to rubber. General secrecy is maintained as to the ingredients (many contain water glass), and the price is high. The advertising claims made for them boil down to very little actual protection plus, at most, a false sense of security.

If you want to invest money wisely in tire-preserving accessories purchase a tire gauge and *use it frequently* so that you will always know the pressure in your tires (see page 233). Or arrange to stop regularly at the same neighborhood filling station for a tire check. If you live far from a station and use your car seldom, a hand tire pump is another good investment. A few strokes per tire per week will keep the pressure up where it belongs.

Retreads, Recaps, Camelback

If you are allowed a new tire, remember as you buy that any tire will work for you only as long as its carcass stands up. Long after the original tread is gone, recapping and other expedients can keep the tire—and your car—in service. The best new tire investment, therefore, is a well-built first line tire that will stand numerous recappings. Remember, too, that any tubes you buy must last for years. This is no time to try to save money by buying second or third line tires or tubes.

The same slogan, "it's the carcass that counts," holds when you buy a retreaded or recapped tire, or offer one for retreading. Have the tire put on a spreader and inspect the inside carefully. In the past, fifty percent of tires offered for retreading have been found unfit. There must be no cracks or breaks showing inside the tire; rebuilt spots must be of small size. And since any casing with one or more fabric plies worn through is unfit for retreading, you should stop using any of the tires on your car as soon as the light-colored breaker strip shows through the tread, unless other previous injuries have already ruled the tire off the worth-recapping list.

The kind of camelback that goes into

the retreading or recapping of your tire is important. As the rubber situation has worsened, only enough new rubber has been employed—only a transparent film of it, finally—to make the camelback stick to the carcass. Present WPB specifications for passenger car tires call for Grade F camelback, made entirely of reclaimed rubber. Reclaim will give only one-third the mileage of new rubber, due mainly to greater heating up in running. Over 40 mph is destructive.

Large scale production of camelback made of Thiokol, an easy-to-make synthetic rubber-like product with an ether smell, is being urged. This material will give, it is estimated, 4000 or more miles of service at speeds below 40 mph; it is likely to disintegrate if the car is run at higher speed.

Cotton sleeves, impregnated with a tar-like material to give a semblance of a tread, are also in the offing. For these, a service life of 3000 miles is predicted—at very slow speeds, especially around corners.

After cracks and injuries to the carcass of the tire have been rebuilt and vulcanized to the limit (an expensive process, but the only way to preserve the casing), the last step—despite spike holes, breaks, ply separations or other damage—is to use a reliner over the whole casing interior. This may add several thousand miles of use to the tires, if applied with care and skill, but very slow driving and careful maintenance of tire pressure is essential. Never install a reliner, boot or blowout patch in a casing that can be repaired by vulcanization, as the casing will eventually be chafed beyond further usefulness.

No effort should be made to restore the non-skid property of treads that have worn smooth by regrooving or recutting. Any cutting into what remains of the tread detracts from the tire's strength—very limited at this stage—and must be very carefully done so as not to impair the carcass beneath. Smooth tires are no disgrace, and have the advantage of less rolling resistance. They do have a greater tendency to skid or slip but this only means that speeds must be kept very low on slippery pavements.

Flours for Use at Home

CU has analyzed all-purpose, cake and ready-mixed varieties for protein content, moisture, ash, color, absorption, loaf volume and dough quality. Here are results of tests on 60 brands

THE average person in this country supplies about one-fourth of his normal energy requirements with flour in some form. Persons of low income use far more flour than this, because it provides an especially cheap source of energy. Conclusion: those who do their own baking ought to be quite fussy about the kind of flour they buy.

What the public expects from flour has already revolutionized the types that are offered for purchase. Housewives used to keep on their shelves two kinds of flour: a strong and protein-rich flour for baking bread, and cake flour, milled from soft winter wheat and considerably lower in protein content, which produced softer finer texture.

Cake flour still has its place in homes where much baking is done. It produces a short, light and flaky dough that is ideal for pastries, cookies, biscuits, piecrust and baking powder cakes, but it won't do for baking that requires a tougher, stronger dough. Far more popular for the household of today is the all-purpose or family flour, which is a compromise in protein strength between cake flour and the old-fashioned variety used for bread. Out of the one bag comes flour that is quite satisfactory for most home baking.

But if the development of all-purpose flour was a minor revolution in the flour industry, the enrichment program which is now under way may be termed a major revolution.

ENRICHMENT

For years food authorities have been explaining the evils of grinding the wholesome vitamins and minerals out of flour to make it fine and white. But the public just didn't care for a diet of whole wheat, and 98% of the baking done in this country continued to be done with white flour.

That's all there was to it until a way was found of bringing the mountain to Mohomet. Now, under very careful specifications drawn up by the Federal Food and Drug Administration, important minerals and vitamins present in whole wheat are being put into white flour, either during the milling process, or by adding them to the milled white flour, or by a combination of both methods. The results are the much talked-about "enriched" flour and "enriched" bread.

The vitamins—thiamin (vitamin B₁), niacin (nicotinic acid) and riboflavin (vitamin G)—and the iron contained in whole wheat are essential to health, and the diet of a large part of the population is alarmingly deficient in them. All of these substances except riboflavin are required by the Food & Drug Administration to be present in enriched flour in carefully controlled amounts; by April 1943 it is expected that enough riboflavin will be available so that it also can be made a required ingredient. If you use enriched flour products instead of unenriched white flour, you will make a substantial increase in the amounts of vitamins and minerals in your diet.

The cost of enrichment is a very slight one. If all the nation's bread and flour were enriched, the increase in cost for a whole year's supply would be less than 20¢ per person. Actually, of all the all-purpose flours included in CU's tests, five enriched brands of excellent quality (*Harvest Day, Sunnyfield, Blue Jewel, Co-op, Ecco*) cost less than 5¢ a pound, while the average market price for flour when they were purchased was 5.2¢.

Since 1939, when CU performed similar tests on flour, there has been a general

rise in price of about 1.6¢ per pound. But a comparison of prices of brands tested at both times reveals that several brands increased more than 3¢ and one increased as much as 6.2¢ a pound; i.e. some have doubled and one brand has more than trebled in price. For example, Hecker's *Superlative*, which was a "Best Buy" at 4.9¢ a pound in 1939, cost 9.6¢ a pound when the current tests were made.

On the other hand, there were a few cases where prices had decreased. Notable among these is *Sunnyfield* pancake mixture (distributed by A&P), whose quality was "Not Acceptable" in 1939, when it sold at 6.4¢ a pound. The present report shows a decidedly improved product rated as a "Best Buy" at 4¢ a pound.

Where it could be obtained, the price for the 24½ lb. bag is given in the ratings. Some brands have discontinued this size; most distributors have curtailed the number of sizes of packages they offer, and some brands were available in one size only.

Don't look for price ceilings on the ordinary all-purpose or cake flour. Only mixed flours, such as self-rising cake flour or pancake mixes, come under the ceilings.

Self-rising cake flours have baking powder added. They do a satisfactory job, but they do not keep well, and CU regards them as a very expensive way of purchasing baking powder.

Pancake flours come mixed with soda, calcium phosphate, salt, sugar, and generally, powdered sweet skim milk, so that only water or milk need be added. More important than this, they usually contain



TWO TEST LOAVES made up according to a basic dough formula. At the left, the loaf made from poor flour has low volume, shows open texture, and the "feel" of the crumb is rather coarse. The good loaf, at the right, shows very much greater volume, and texture which is fairly close and even. The good loaf has a good "break" on the sides, while the poor loaf shows little or no break. Although the ingredients had the same weight, the good loaf weighs about a quarter of a pound more than the other, indicating greater absorptive capacity.

a blend of several cereal flours. The blended flour helps to avoid "raw" or doughy cakes, which are apt to come off the griddle when too much wheat flour is present.

There are two types of pancake flour in general use, the white pancake mixture and the buckwheat type. Buckwheat pancake flour is not the same as that Grandma used. The old-fashioned variety was dark and coarse and kept very poorly. The modern version is a mixture of buckwheat and wheat, or buckwheat, wheat and corn flour, which produces far lighter and more digestible griddle cakes than Grandma's.

HOW CU TESTED

Laboratory tests were performed on 24 all-purpose flours, 14 cake flours, 13 light pancake mixtures and 9 buckwheat mixtures, to determine protein content, moisture, ash, color, absorption, loaf volume and dough or batter quality. "Short" in the ratings refers to a flour which has a high loaf volume and gives a comparatively larger yield; "plastic" refers to good kneading quality.

Actual baking tests were the most important consideration in the preparation of the ratings. Of the sixty brands, only two were "Not Acceptable." There were variations in quality, but there were far wider variations in price, and, as has so often been the case in product ratings, little correlation was found between price and quality.

ALL-PURPOSE FLOURS

Best Buys

The following brands of the "Acceptable" list are judged to offer the best value for the money. For full details, see listings under "Acceptable."

Harvest Day

Sunnyfield

Blue Jewel

Co-op

Ecco

Bohack's loose bag

Finast

Acceptable

(In order of increasing cost per lb., but see comments)

Ecco (Economy Grocery Stores Corp., Boston). Bleached, enriched. 5 lb., 16¢; cost per lb., 3.2¢. Good, springy dough, quite strong. Best for bread and yeast-leavened cake.

Bohack's loose bag (H. C. Bohack Co., Inc., Brooklyn). 1½ lb., 5¢; cost per lb., 4¢. 24½ lb., 79¢. Good, spongy dough.

Finast (First National Stores, Inc., Boston). Bleached. 5 lb., 21¢; cost per lb., 4.2¢. 24½ lb., 93¢. Good, strong dough.

Harvest Day (Kroger Grocery & Baking Co., Cincinnati). Bleached, enriched, cal-



THIAMIN CHLORIDE being weighed before blending with flour for "enriching." The quantity of thiamin chloride shown on the scale is sufficient to enrich 1,000 loaves of bread

cium phosphate added. 6 lb., 27¢; cost per lb., 4.5¢; 24½ lb., 89¢. Excellent, flaky.

Crescent (P. H. Butler Co., Pittsburgh). Bleached. 5 lb., 23¢; cost per lb., 4.6¢. 24½ lb., 85¢. Fair, spongy, strong dough.

Sunnyfield (A&P). Not bleached, enriched. 3½ lb., 16¢; cost per lb., 4.6¢. 24½ lb., 85¢. Very good, spongy dough.

Blue Jewel (Jewel Food Stores, Chicago). Bleached, enriched. 5 lb., 23¢; cost per lb., 4.6¢. 24½ lb., 89¢. Very good, spongy, springy dough.

Co-op (Eastern Cooperative Wholesale, NYC). Unbleached, enriched. 5 lb., 24¢; cost per lb., 4.8¢. Very good dough, short, plastic, flaky. Good cake quality.

Mystic (International Milling Co., Minneapolis). Bleached. 5 lb., 25¢; cost per lb., 5¢. 24½ lb., 97¢. Very good dough, spongy, springy.

Radio (Thomas Roulston, Inc., Brooklyn). Unbleached. 3½ lb., 18¢; cost per lb., 5.1¢. 24½ lb., 85¢. Good, spongy dough.

Gold Seal (American Stores Co., Philadelphia). Bleached; enriched. 3½ lb., 19¢; cost per lb., 5.4¢. 24½ lb., 95¢. Good dough, very strong.

Ceresota (Standard Milling Co., Chicago). Unbleached, enriched. 5 lb., 27¢; cost per lb., 5.4¢. 24½ lb., \$1.10. Good dough, strong, springy. Best for bread and yeast-leavened cake.

Occident (Russell-Miller Milling Company,

Minneapolis). Bleached, enriched. 5 lb., 27¢; cost per lb., 5.4¢. 24½ lb., \$1.10. Very good dough, strong, springy. Best for bread and yeast-leavened cake.

Gold Medal (General Mills, Inc., Minneapolis). Unbleached, enriched. 1½ lb., 7¢; cost per lb., 5.6¢. 24½ lb., \$1.17. Good dough, fairly strong.

Kitchen Craft (Famous Flours, Inc., Omaha). Unbleached, enriched. 3½ lb., 20¢; cost per lb., 5.7¢. Good, strong, spongy dough.

Red & White (Red & White Corp., Chicago). Bleached, enriched. 5 lb., 30¢; cost per lb., 6¢. 24½ lb., \$1.15. Good, strong dough.

Lily White (Macy's, NYC). 3½ lb., 22¢; cost per lb., 6.3¢. 24½ lb., \$1.22. Good dough, very strong. Best for bread and yeast-leavened cake.

Vim (Vim Flour Mills, Inc., NYC). Unbleached; wheat germ enriched. 1½ lb., 8¢; cost per lb., 6.4¢. Good, strong dough.

Hazel (National Tea Co., Chicago). Bleached. 2 lb., 13¢; cost per lb., 6.5¢. 24½ lb., 85¢. Good, strong dough. Best for bread and yeast-leavened cake.

Royal Scalet (R. C. Williams & Co., NYC). 3½ lb., 25¢; cost per lb., 7.1¢. Good, spongy dough.

Pillsbury's Best (Pillsbury Flour Mills, Springfield, Ill.). Unbleached, enriched.

1½ lb., 10¢; cost per lb., 8¢. 24½ lb., \$1.17. Good, strong dough.

Krasdale (A. Krasne, Inc., NYC). Unbleached. 1½ lb., 10¢; cost per lb., 8¢. Excellent, spongy dough.

Pocono (Grand Union Co., NYC). Bleached. 1½ lb., 11¢; cost per lb., 8.8¢. 24½ lb., \$1.15. Good dough, firm, plastic, flaky.

Hecker's Superlative (Standard Milling Co., Chicago). Unbleached, enriched. 1½ lb., 12¢; cost per lb., 9.6¢. 24½ lb., \$1.17. Good, strong dough.

CAKE FLOURS

Best Buys

The following brands of the "Acceptable" list are judged to offer the best value for the money. For full details, see listings under "Acceptable."

Co-op.

Hazel.

White Spray.

Gold Seal.

Acceptable

(In order of increasing cost per lb., but see comments)

Hazel (National Tea Co., Chicago). Bleached. 3 lb., 15¢; cost per lb., 5¢. Good dough, stiff, plastic, flaky.

White Spray (First National Stores, Somerville, Mass.). Bleached, 2½ lb., 15¢; cost per lb., 5.5¢. Very good dough, short, plastic, flaky.

Gold Seal (American Stores Co., Philadelphia). Bleached. 2½ lb., 16¢; cost per lb., 5.8¢. Excellent dough, short, plastic, flaky.

Co-op (Eastern Cooperative Wholesale, Inc., NYC). Unbleached, enriched. 5 lb., 30¢; cost per lb., 6¢. Very good dough, firm, plastic, flaky.

Sunnyfield (A&P). Bleached. 2½ lb., 17¢; cost per lb., 6.2¢. Excellent dough, short, plastic, flaky.

Island Manor (H. C. Bohack Co., Inc., Brooklyn). Bleached. 2½ lb., 17¢; cost per lb., 6.2¢. Good dough, firm, plastic, flaky.

Country Club (Kroger Grocery & Baking Co., Cincinnati). Bleached. 2½ lb., 17¢; cost per lb., 6.2¢. Very good dough, short, plastic, flaky.

Freshbake (Grand Union Co., NYC). Bleached. 2½ lb., 19¢; cost per lb., 6.9¢. Very good dough, short, plastic, flaky.

Ecco (Economy Grocery Stores, Boston). Bleached. 2½ lb., 25¢; cost per lb., 9.1¢. Excellent dough, short, plastic, flaky.

Sno Sheen (Pillsbury Flour Mills Co., Springfield, Ill.). Bleached. 2½ lb., 25¢; cost per lb., 9.1¢. Dough good, firm, plastic, flaky.

Softasilk (General Mills, Inc., Minneapolis). Bleached. 2½ lb., 27¢; cost per lb., 9.8¢. Very good dough, firm, plastic, flaky.

Swans Down (Ingleheart Bros., Inc., Evansville, Ind.). Bleached. 2½ lb., 29¢; cost per lb., 10.5¢. Dough good, stiff, plastic, flaky.

Presto (Hecker Products Corp., Buffalo). Bleached. Self-rising. 1½ lb., 15¢; cost per

lb., 12¢. Very good dough, short, plastic, flaky. (See comment in article on self-rising flours.)

Not Acceptable

Red & White (Red & White Corp.). Bleached. 2½ lb., 26¢; cost per lb., 9.5¢. Protein content too high for good cake flour.

PANCAKE FLOURS— READY MIXED

Since the buckwheat type and white pancake mixtures differ greatly in flavor, they are rated separately. Note that different types of the same brand may receive entirely different ratings.

● BUCKWHEAT TYPE

Best Buys

The following brands of the "Acceptable" list are judged to offer the best value for the money. For full details, see listings under "Acceptable."

Sunnyfield.
Harvest Time.

Acceptable

(In order of increasing cost per lb., but see comments)

Sunnyfield (A&P). Buckwheat, wheat, corn. 1½ lb., 7¢; cost per lb., 5.6¢. Good batter and flavor; baked well.

Harvest Time (Pillsbury Flour Mills Co., Springfield, Ill.). Buckwheat, wheat, corn. 4 lb., 24¢; cost per lb., 6¢. Batter thick, good. Medium dark cakes, very good rise, excellent flavor.

Hazel (National Tea Co., Chicago). Buckwheat, wheat, corn. 1½ lb., 9¢; cost per lb., 7.2¢. Good batter and flavor; baked well.

Co-op (Co-operative Mills, Inc., Auburn, Ind.). Buckwheat, wheat. 2 lb., 15¢; cost per lb., 7.5¢. Good batter and flavor; baked well.

Red & White (Red & White Corp., Chicago). Buckwheat, wheat, corn. 1½ lb., 10¢; cost per lb., 8¢. Good batter, wheaty flavor; baked well.

Aunt Jemima (Quaker Oats Co., Chicago). Buckwheat, wheat, corn. 1½ lb., 13¢; cost per lb., 10.4¢. Good batter and flavor; baked very well.

Pillsbury's (Pillsbury Flour Mills Co., Springfield, Ill.). Buckwheat, wheat, corn. 1½ lb., 15¢; cost per lb., 12¢. Good batter and flavor; baked very well.

White Spray (First National Stores, Inc., Somerville, Mass.). Buckwheat, wheat. 1½ lb., 15¢; cost per lb., 12¢. Good batter and flavor; baked very well.

Not Acceptable

Asco (American Stores Co.). Buckwheat, wheat, corn, 1½ lb., 7¢; cost per lb., 5.6¢. Batter fair, bakes coarse in texture, tough; protein content too high.

● WHITE PANCAKE MIXTURES

Best Buys

The following brands of the "Acceptable" list are judged to offer the best value for the money. For full details, see listings under "Acceptable."

Asco.
Sunnyfield.
Harvest Time.
Freshpak.
Country Club.

Acceptable

(In order of increasing cost per lb., but see comments)

Asco (American Stores Co., Philadelphia). Wheat, corn, rice, rye. 1½ lb., 5¢; cost per lb., 4¢. Good batter and flavor; baked well; good waffle flour.

Sunnyfield (A&P). Wheat, corn, rice, rye. 1½ lb., 5¢; cost per lb., 4¢. Good batter and flavor; baked very well; rather high protein.

Harvest Time (Pillsbury Flour Mills Co., Springfield, Ill.). Wheat, corn, rice. 3 lb., 14¢; cost per lb., 4.7¢. Good batter; dark cream color, good rise, very good flavor.

Freshpak (Grand Union Co., NYC). Wheat, corn, rice, rye. 1½ lb., 6¢; cost per lb., 4.8¢. Very good batter, good flavor; baked very well.

Country Club (Kroger Grocery & Baking Co., Cincinnati). Wheat, corn, rice, rye. 1½ lb., 6¢; cost per lb., 4.8¢. Good batter and flavor; baked very well.

Hazel (National Tea Co., Chicago). Wheat, corn, rice, rye. 1½ lb., 7¢; cost per lb., 5.6¢. Very good batter, good flavor; baked very well.

Victor (Crete Mills, Crete, Nebr.). Wheat, corn, rice. Cost per lb., 6¢. Good batter and flavor; baked well.

Island Manor (H. C. Bohack Co., Inc., Brooklyn). Wheat, corn, rice. 1½ lb., 10¢; cost per lb., 8¢. Good batter and flavor; good waffle flour.

Aunt Jemima (Quaker Oats Co., Chicago). Wheat, corn, rice, rye. 1½ lb., 11¢; cost per lb., 8.8¢. Good batter and flavor; baked very well.

Pillsbury's (Pillsbury Flour Mills Co., Springfield, Ill.). Wheat, corn, rice, rye. 1½ lb., 12¢; cost per lb., 9.6¢. Light batter, good flavor; baked very well; good waffle batter.

The following flours, though "Acceptable," do not compare with the above in quality.

White Spray (First National Stores, Inc., Somerville, Mass.). Corn, wheat. 1½ lb., 5¢; cost per lb., 4¢. Very light batter, somewhat doughy.

Co-op (Midland Co-operative Wholesale, Minneapolis). Wheat, corn, rye. 3½ lb., 21¢; cost per lb., 6¢. Batter thin, fair; made cream yellow pancakes, average rise, good flavor.

Red & White (Red & White Corp., Chicago). Wheat, corn, rice. 1½ lb., 10¢; cost per lb., 8¢. Fair batter, somewhat tough.

How to Buy a Fountain Pen

Most stores still have good ones on hand, but future manufacture is uncertain. CU tells you what to look for and reminds you that the most expensive isn't always best

FOUNTAIN pens are still being produced and probably will be produced for some time to come. But good quality pens contain rubber, steel, iridium and brass, all strategic materials. Just how the shortages of these materials will affect fountain pen manufacture is undetermined, but it is certain that both quantity and quality will be affected sooner or later.

In other words, if you need a fountain pen, now is the time to buy it. Most retailers still have an ample supply of good ones. The price of cheap pens may be way up (a pen that cost 25¢ last year may sell for as much as \$1 today), but prices of better pens have changed little.

The most expensive pen is not neces-

sarily the best. For \$3 to \$5 you can get a good pen. If you pay more than \$5, there will be no improvement in basic materials or workmanship; merely more expensive design or decoration. It is advisable to buy standard makes, rather than so-called "jobber-assembled" pens which consist of different parts from many makers, often assembled without skill or care. The source of various parts changes from time to time, and the trade name of the finished product changes almost as often.

The first test for a pen is to write with it. It should not scratch when tried out without ink; it should write smoothly; the ink should start to flow rapidly, and should continue to flow evenly and with-

★ The Health & Medicine Section of the Reports, a regular department, has been withheld from this issue because of space limitations. It will appear again with the next issue.

out interruption. Then check the pen from tip to cap to see how well it is made. Here are a few things to look for:

THE POINT. The best pen points are made of 12K or 14K gold. If they are 14K, the gold content is usually stated; otherwise they may just be marked "solid gold." Avoid 10K points. They are brittle and often split or crack, while a good gold point should last a minimum of 10 years.

Cheaper pens have stainless steel or gold plated steel points. Neither type is very satisfactory, because sooner or later the ink will corrode the point. The reason for gold plating is that a "film" on the surface of stainless steel hampers the flow of ink. While the plating eliminates this difficulty, it is of little real advantage because it hastens the corrosion.

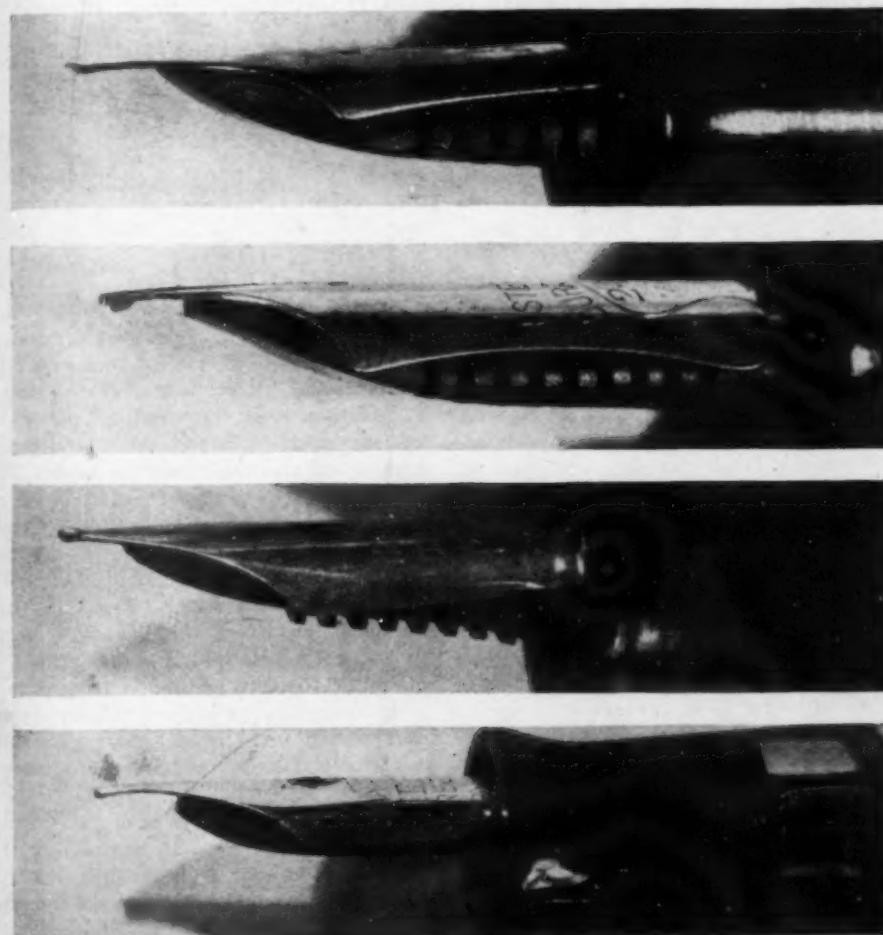
Gold points are generally tipped with iridium to provide a hard, durable writing surface. The tip of a steel point is usually made in one of three ways: either the point is bent toward the writing surface at the tip, or it is folded under to give a double layer of metal at the tip, or additional material is soldered to the point. The last method gives the best results. Although the alloy used as a rule bears little resemblance to a good quality iridium, it writes smoothly; its lasting qualities are not very important, because the steel point will probably corrode long before the tip wears out.

Proper setting of the point is a sign of good workmanship. It should fit so snugly against the end of the feed, that a thin piece of paper cannot be inserted between the two parts. The two legs of the point should not cross or spread.

THE SECTION. This is the piece at the end of the barrel through which the feed and point project. It should be made of hard rubber. On some pens of poorer quality, celluloid has been used for the section as well as for the barrel. The flaw in this construction is that celluloid shrinks, and the section may become so tight that the pen point cannot be dislodged.

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TYPES OF POINTS. The picture at the top shows a pen with an indented tip which is the least durable and least smooth of any type of fountain pen point; the picture just below it shows a bent-over tip which is somewhat better than the indented type but is still not very good; the third picture shows a gold point tipped with a metal supposed to be iridium but which is, in fact, not iridium and is quite soft. This may wear quickly and scratch soon. The picture at the bottom is of a gold point tipped with genuine iridium which should stand a lifetime of wear

THE FILLING DEVICE. The object of all filling mechanisms is to create a vacuum, so that ink will be drawn into the pen. The better the vacuum, the more completely the chamber will be filled. If you buy a sac filler (operated by a lever at the side or end of the barrel), be sure that the rubber sac is glued to the sides of the section to insure an air-tight mechanism. A good "sacless" (plunger filled) pen will have a small rubber sac at the end of the barrel. Don't get a plunger type pen made without any sac at all. Its seams are likely to be opened and its plunger packings eaten away by direct contact with the ink.

And don't depend on a large pen to hold more ink than a small one. First of all, tests made by CU in the past have shown that many large pens fill only partially, because the filling device is poorly designed. Almost any pen may begin to leak or flood when the ink reaches a low level. In general, a pen with a large ink capacity will start to leak when it still contains a considerable amount of ink. The best safeguard against flooding is to keep your pen well filled; if it holds 1.5 cc (about 30 drops) or so, there will usually be enough.

RECOMMENDED BRANDS. In CU's past tests of fountain pens, *Waterman*, *Sheaffer* and *Parker* pens ranging in price between \$2 and \$5 have been of consistently good quality. Because changes in the market are impending, no new tests have been made for this report, but careful examinations by CU's consultants indicate that *Majestic* (\$1) and *Eagle* (\$1 up) pens can also be recommended.

CARE AND REPAIR. Care of your fountain pen is more important than ever. Don't mix two kinds of ink, since they are apt to react chemically and clog the pen. Before you change brands, flush the old ink out thoroughly and wipe the point clean. Be sure, too, that you flush the pen thoroughly if it will not be in use for any length of time; if ink is left in it, the rubber will deteriorate and the metal parts will corrode.

If you have an ailing fountain pen that can be repaired, now is definitely the time to have it done. General usage of a good pen should not necessitate any more serious repair than replacement of the sac every few years. But even if your pen has been subjected to violence, so that the point is broken or split, or the feed, clip or lever broken, the repairs should be a small fraction of the original cost. If they are more than a small fraction, they are not worth while; don't have 25¢ or 50¢ pens repaired.



PRICE VS. QUALITY. In its tests on canned tomatoes, CU found, as it has so often in tests of other products, that price and quality bore little relation to each other. At the left is a "Best Buy" which cost 17¢ for a No. 2½ can; at the right is a "Not Acceptable" brand which cost 20¢ for the same size can

Canned Tomatoes

The best packs are those made from firm, fairly large-sized tomatoes, peeled and cored. Here are results of CU's tests of 186 cans of 35 of the most widely-distributed brands

FOR quantity and value, whole canned tomatoes used to head the list of all the canned foods packed in this country. Despite the inroads made by the popularity of tomato juice and the appearance of fresh tomatoes on the off season market it is still one of the largest packs, and has recently showed an increase. This year the government has taken steps to stimulate a further rise in output, for tomatoes make up a substantial part of the American diet and have a rich vitamin content. In vitamin A they rank just slightly below milk, butter and cheese; in B complex they nearly equal milk or meat, and in vitamin C—the vitamin popularly associated with tomatoes—tomatoes are about half as rich as orange or lemon juice.

To insure our fighting men and allies an adequate supply, packers have been ordered to earmark 35% of the coming season's pack for the government. No restrictions have been placed on tin containers. And as a further measure, the Dep't of Agriculture has adopted a plan to increase the tomato acreage 25% by means of price guarantees, thereby attempting to meet the needs of the home front as well as the armed forces.

Tomatoes come in such a variety of forms, as fresh, canned, tomato juice or puree, that it's important to know how each form can be most economically used. In general, for sauces or drinks,

tomato juice or puree is less expensive than canned tomatoes, and more convenient to use; while for salads and general cooking, if the price is below 10¢ or so a pound, fresh tomatoes are less expensive than canned. But since this favorable price level occurs only during the Summer season, canned tomatoes fill in during the major portion of the year.

Tomatoes used for canning come in just as many different sizes, varieties, degrees of ripeness and conditions of soundness as fresh ones. They are usually packed in No. 2 cans (1 lb. 3 oz.) containing about 2½ cups of tomatoes plus juice, or No. 2½ cans (1 lb. 12 oz.) containing approximately 3½ cups of tomatoes plus juice. Smaller sizes have been discontinued for the duration.

The best packs are made from firm, fairly large-sized tomatoes, which have been peeled and cored. Cores should be removed because worms lodged there frequently go unnoticed. In fact, the amount of peel and core material found in a can of tomatoes is a good index of the general care which has been exercised in preparing the tomatoes for canning. A fly and worm were found, each in a can containing peel and cores.

In the lower quality packs the tomatoes are of smaller or variable size, and often imperfect or trimmed. If, however, care was taken to use only ripe tomatoes and to remove all imperfections and cores,

this type of pack can rank as high in quality as the whole tomato type. But if unripe fruit has been used in any quantity, it causes a bitter taste.

Almost nothing can be gathered from the labeling of most brands of tomatoes. To help you select wisely from among the many brands on the market CU examined 186 cans covering 35 of the most widely distributed brands. They were examined for drained weight, presence of whole tomatoes, vitamin C, flavor, peel, blemishes and core material. Flavor as used here refers to the presence or absence of the bitter taste associated with unripe tomatoes.

All brands of tomatoes in cans had sufficient vitamin C to give the minimum daily requirement of this vitamin in approximately half a cup of tomatoes. Tests of the tomatoes packed in glass containers, however, revealed a poor vitamin C content. This finding concurs with studies which have shown that vitamin C is destroyed in clear glass containers by the effect of light, and that it is protected in tin containers by the exclusion of light, and by the chemical action of the tin itself on the tomato juice.

The order of brand ratings is based on edibility and nutritional factors—flavor, vitamin C content and weight of the tomato solids. Special note was taken of the presence of whole tomatoes; for like the fresh variety they can be served in many ways such as salads or stuffed tomatoes. Since peel, core material and blemishes are evidence of careless handling their presence was also noted.

Best Buys

The following brands are considered to offer the best value for the money in the order given. For full details see listings under "Acceptable."

Bohack's.

Bohack's Fancy.

Sultana.

Co-op Grade B (Red Label).

Asco.

Ecco.

Royal Scarlet.

White Rose.

Finast.

Acceptable

(In order of edibility and nutritional value—flavor and vitamin C content—without regard to price; other factors were not taken into consideration in determining order of ratings, but see comments. Although there is a marked difference in quality from one end of the list to the other, there is very little difference between adjacent brands. Unless otherwise noted, prices are the average paid for No. 2 cans of the same brand.)

Bohack's (H. C. Bohack Co., Inc., NYC.) 17¢ for No. 2½ can. Flavor excellent; tomatoes mostly whole.

Royal Scarlet (R. C. Williams & Co., Inc.,

NYC). 16¢, 20¢ for No. 2½ can. Flavor excellent; tomatoes mostly whole.

Bohack's Fancy (H. C. Bohack Co., Inc.). 14¢. Flavor excellent; tomatoes whole.

White Rose (Seeman Bros., Inc., NYC). 15¢, 21¢ for No. 2½ can. Flavor good; tomatoes mostly whole.

Red & White (Red & White Corp., Chicago). 16¢. Flavor variable; few whole tomatoes.

Libby's (Libby, McNeill & Libby, Chicago). 17¢. Flavor good; few whole tomatoes; cores and peel present.

Nation-Wide (Nation-Wide Service Grocers, Brockton, Mass.). 17¢. Flavor excellent; few whole tomatoes.

Sultana (A & P Tea Co., NYC). 13¢, 17¢ for No. 2½ can. Flavor variable; few whole tomatoes; cores and peel present.

Asco (American Stores Co., Philadelphia). 13¢. Flavor good; few whole tomatoes.

Shurfine (National Retailer-Owned Grocers, Inc., Chicago). 17¢. Flavor good; tomatoes mostly broken.

Sun Glory (Economy Grocery Stores, Boston). 15¢. Flavor good; tomatoes mostly broken.

Co-op Grade B Red Label (National Cooperatives, Inc., Chicago). 12¢, 16¢ for No. 2½ can. Flavor good; few whole tomatoes.

Blue & White (Red & White Corp.) 15¢, 21¢ for No. 2½ can. Flavor variable; few whole tomatoes.

Finast (First National Stores, Inc., Somerville, Mass.). 12¢. Flavor extremely variable; few whole tomatoes.

Grand Union (The Grand Union Co., NYC). 16¢. Flavor extremely variable; tomatoes mostly whole.

S and W (S and W Fine Foods, Inc., San Francisco). 16¢ for No. 1 tall can (15½ oz.). Plum tomatoes generally used for sauces, lack the flavor of the larger tomatoes; mostly whole but uncored.

Del Monte (California Packing Corp., San Francisco). 13¢, 20¢ for No. 2½ can. Flavor good; few whole tomatoes.

Yacht Club (Reid, Murdoch & Co., Chicago). 16¢. Flavor good; few whole tomatoes.

American Home (National Tea Co., Chi-

cago). 15¢. Flavor good; few whole tomatoes.

Ecco (Economy Grocery Stores). 12¢. Flavor good; few whole tomatoes.

Monarch (Reid, Murdoch & Co.). 16¢. Flavor good; few whole tomatoes.

A & P (A & P Tea Co.). 14¢, 18¢ for No. 2½ can. Flavor good; tomatoes mostly whole; low drained weight.

Dodge (Haas Bros., San Francisco). 17¢. Flavor good; cores and peel present; tomatoes mostly broken.

Avondale (Kroger Grocery & Baking Co., Cincinnati). 13¢. Flavor variable; few whole tomatoes; cores and peel present.

Stokely's (Stokely Bros. & Co., Inc., Indianapolis). 14¢. Flavor good; few whole tomatoes.

Not Acceptable

Snider's (Snider Packing Corp.). 15¢ for 1 lb. jar. Flavor good; very low vitamin C content; few whole tomatoes.

Co-op Grade C Blue Label (National Cooperatives, Inc.). 14¢, 18¢ for No. 2½ can. Flavor extremely variable; few whole tomatoes; cores and peel present.

Freshpak (Grand Union Co.). 16¢ for No. 2½ can. Flavor extremely variable; few whole tomatoes; cores and peel present.

Glendale (Clover Farm Stores Corp.). 13¢, 20¢ for No. 2½ can. Flavor and vitamin C content variable; cores and peel present; tomatoes mostly broken.

Iona (A & P Tea Co.). 9¢, 13¢ for No. 2½ can. Flavor extremely variable; few whole tomatoes; cores and peel present.

I G A (Independent Grocers Alliance). 14¢, 17¢ for No. 2½ can. Flavor extremely variable; few whole tomatoes; cores and peel present.

Trupak (Haas Bros.). 20¢ for No. 2½ can. Flavor poor; few whole tomatoes.

Phillips (Phillips Packing Co., Inc.). 15¢. Flavor poor; few whole tomatoes; cores and peel present.

Rialto (The Grand Union Co.). 10¢. Flavor poor; few whole tomatoes.

Come Again (National Tea Co.). 15¢. Flavor poor; few whole tomatoes; cores and peel present.

How to Preserve Vitamin C

SINCE tomatoes are consumed so often for their vitamin C content, a word concerning the preservation of this important nutritional factor is indicated. Vitamin C is destroyed by the action of oxygen. The rate of destruction is increased by high temperatures and is influenced by the nature of the medium (acidity or alkalinity) in which the vitamin is contained. Vitamin C is destroyed very rapidly in an alkaline medium and is most stable in an acid medium. From these facts we may deduce a few rules which should be followed in order to preserve the vitamin C in foods.

1. Avoid any vigorous mixing or stirring which will incorporate a great deal of air into the product.
2. Keep opened foods in the refrigerator.
3. When cooking is necessary, cook for as short a time as possible. Pressure cookers are very useful since they shorten the cooking time, and the enclosed steam excludes air. The increased temperature of this type of cooking is outweighed by the shortened cooking time.
4. If the food is to be heated, avoid mixing with sizeable quantities of less acid foods such as milk, eggs, cereals or sugar syrups. Above all, use no baking soda or baking soda mixtures with foods containing vitamin C.

Canning Fruits & Vegetables

CU gives you some recipes for fruits and vegetables in season, with hints to remember when canning at home

MOST fruits and vegetables are now at their peak in flavor and value. And now is the time to do as much canning as possible. Here are a few points to remember. (See also *Reports*, July and August):

1. Many vitamins and all minerals can be saved, if you use *all* of the water in which foods are cooked. Measure exactly the amount of water called for in recipes, and pour it into the jars over the solids. Then, use all the liquid when you serve food later on.

2. Since canning is a battle against bacteria, it is necessary to take every precaution. Foods must be ripe but without decayed spots. They must be washed thoroughly and every trace of soil removed before they are peeled or the skin broken.

3. Avoid too dense a pack in canning, and work out air bubbles with a clean knife blade or spatula.

4. Before you cover jars, wipe any particles of food from the mouth of the jar, and wipe the top and the rubber ring with clean cloth dipped in boiling water.

5. Take an occasional look at your canned foods during the first week or ten days. Look for leaks or other signs of spoilage. If you find spoilage in one jar, examine all that were put up at the same time. When you put up large amounts of foods, it is wise to indicate on the label the name of the food, date canned, and a lot number (A,B,C, &c.). This makes it possible for you to identify a group of jars in case one of them shows spoilage.

6. Light fades foods put up in glass jars and destroys vitamins. So keep jars in a dark place.

7. Remember that the processing period in the water bath is counted from the time when the water in the filled canner begins to boil vigorously.

8. For all altitudes above 1,000 feet, increase the time of processing by 1/5 for each 1,000 feet. For example: Peaches are processed for 15 minutes at sea level, or up to 1,000 feet altitude. But since 3,000 is 2,000 above this, and since three minutes additional is required for every 1,000 extra feet, processing at this level would be 21 minutes.

9. You should undertake oven canning only when your oven can be relied on to maintain a steady low temperature of 250 to 275° Fahrenheit.

RECIPES

Fruit Salad

An assortment of fruits may be canned together and be ready for use as salad, fruit cups or dessert. The method of canning is exactly the same as for single fruits. To keep identity of fruits, use the light-colored ones—for example, pears, peaches, green gage plums, white grapes. Select whatever combination the market offers. Fruit salad is best packed cold with light or medium syrup. Process 20 minutes.

Grape Marmalade

Wash, drain and remove stems from Concord grapes. Separate pulp from skins. Heat pulp to boiling point and cook slowly until seeds separate. Put through a sieve and return to kettle with skins. Add an equal measure of sugar and cook slowly for 30 minutes, stirring occasionally to prevent burning. Pour into glasses or jars, seal, label.

Green Tomato Pickle

4 quarts (7 pounds) green tomatoes
½ cup salt, 2 green peppers
6 medium-sized white onions
3 cups sugar, white or brown
1 quart vinegar, 2 sticks cinnamon
½ tablespoon whole cloves
2 tablespoons celery seed
2 tablespoons mustard seed
2 tablespoons peppercorns

Wash tomatoes, onions and peppers. Cut out the stem end of tomatoes; slice, sprinkle with the salt and let stand overnight. Drain and rinse tomatoes thoroughly with water. Peel the onions and slice thin; remove the stem, core and seeds from peppers and chop fine. Tie spices in a piece of clean cloth; allow for swelling.

Put sugar, vinegar and spice bag into kettle, stir until sugar is dissolved; add vegetables. Simmer for an hour or more. Pack in hot sterilized jars and seal immediately. Yield: about 5 pints.

Tomato Juice

(This recipe gives a method for preserving tomato juice. But for maximum vitamin conservation, cold-pack ripe tomatoes and strain just before serving.)

Select firm, red-ripe tomatoes. Wash, peel and drain. Cut in sections. Simmer until softened, stirring occasionally to prevent burning. Press through a sieve fine enough to remove seeds. Measure juice and add 1

teaspoon salt to each quart. Bring juice to boiling point and pour immediately into hot sterilized jars to within $\frac{1}{2}$ inch of top.

Can only a small quantity of tomato juice at one time to avoid flat-sour spoilage and work without delays at any stage of the process. To preserve the natural color and flavor, use knives of stainless steel and avoid utensils made of copper, brass and iron. Added spices tend to darken the color of tomato juice, so add them at serving time.

Two pounds of tomatoes will yield a pint of juice.

Pickled Beets

2 cups sugar, 2 cups water
2 cups vinegar, 1 teaspoon allspice
1 thinly sliced lemon, 1 teaspoon cloves
1 tablespoon cinnamon
6 bunches beets (6 or 7 beets to the bunch)

Make syrup of the sugar, water, vinegar, lemon and spices. Wash beets thoroughly and cook until tender. Dip into cold water and peel off skins. Pour syrup over beets and simmer 15 minutes. Pack into sterilized jars and seal.

Chili Sauce

14 pounds ripe tomatoes
1 pound each sweet green and red peppers
½ pound onions, 3 tablespoons salt
1 cup sugar, 3 cups vinegar
1 teaspoon ground cloves
1 teaspoon allspice
1 teaspoon ground cinnamon

Wash vegetables; remove the stem end from tomatoes; peel. Discard the stems, seeds and coarse white portions of peppers. Peel onions. Chop the vegetables separately or run through a food chopper, using a medium coarse cutter; measure. Put the vegetables, salt and sugar into large kettle and simmer until the mixture begins to thicken. Add vinegar and spices; continue cooking until the mixture is thick (about 1 hour), stirring occasionally to prevent burning. Pour the sauce into hot sterilized jars and seal immediately. Yield: about 6 pints.

Mixed Vegetable Pickle

1 cup sliced cucumbers
1 cup chopped sweet peppers
1 cup chopped cabbage
1 cup sliced onions
1 cup chopped green tomatoes
1 cup chopped carrots
2 tablespoons turmeric
1 cup green string beans cut in 1 inch pieces
1 tablespoon celery seed
1 cup chopped celery, 2 cups vinegar
2 tablespoons mustard seed
2 cups sugar or dark corn syrup, or
1 cup sugar and 1 cup dark corn syrup

Soak cucumbers, peppers, cabbage, onions and tomatoes in salt water over night ($\frac{1}{2}$ cup salt to 2 quarts water). Drain. Cook the carrots and string beans in boiling water until tender; drain well. Mix soaked and cooked vegetables with remaining ingredients and boil 10 minutes. Place in sterilized jars and seal at once.

Does "Vacudex" Increase Mileage?

VACUDEX is another in the long list of fakes offered the American motorist. It is an attachment for automobile exhaust pipes, claimed to increase power, pep, and gasoline mileage "up to 30 percent." The truest claim made for it is that it can be put on in a few minutes. It costs \$3.75, and is worth precisely what it will bring as scrap metal.

Four cone-shaped funnels are set into an exhaust pipe extension. The pressure of the atmosphere, as the car moves, is supposed to ram jets of air through these funnels into the tailpipe, creating a "vacuum suction" which is supposed to make the engine more efficient. How much more efficient is indicated by the gasoline mileage tests shown in the table below.

Less backpressure in the exhaust (or actual suction) could increase the engine's efficiency slightly. But the velocity of air passing through the small jet holes in the *Vacudex* at 40 mph—or any other less-than-airplane speed—has a negligible effect. It is also claimed that this air will "reduce the percentage of carbon monoxide in the exhaust." With the *Vacudex* attached, the carbon monoxide simply has four more inches than usual to travel before reducing itself. (without cost or benefit of *Vacudex*) by mixing with all outdoors.

Tire saving is also brought into the picture. The "extra power" provided by *Vacudex* avoids the necessity of spinning the rear wheels to start the car moving. That, at least, is the claim made in the promotion circular.

We urge the "engineers from leading colleges" who, again according to the circular, have "tested and used *Vacudex*" to take a good look at the table which follows. The data in the table are based on actual road tests in which a car was driven north and south along a measured distance, at a constant speed of 40 miles per hour.

DOES VACUDEX SAVE GAS?

Miles per Gallon at 40 miles per hour
(as measured by a CU consultant with a 1/10th gallon tester)

North South Average

Without Vacudex..	18.4	20	19.2
With Vacudex....	18.5	20	19.25
With Vacudex....	18.5	20	19.25
Without Vacudex..	18.5	20	19.25

Dresses: Women's & Misses'

CU's consultant tells you where to buy, and what to look for; discusses materials, trimming and construction, and gives you an unusual chart that will help you get the best value for your money

At a quick glance, it's not easy to distinguish some dresses costing four dollars from others costing forty. Nor is a quick glance enough to tell the careful dress buyer whether the dresses on a sale rack are really marked down, or whether they're worth no more than the marked price.

In every dress, however, there are many tell-tale points of construction which are different for dresses in different price classes. Insofar as consumers are concerned, these differences have been pretty much secrets of the dress trade.

The purpose of this article, prepared in consultation with experts in the field, is to give you the inside information you will need to help you get your money's worth.

We have tried to collect here, in brief form, the kind of information which you can actually take with you when you go out to buy a dress. Particularly useful, we think, is the extensive table on pages 246 and 247. If you follow it closely, you will learn just what to expect in the way of construction, and how good a value you are getting for the price you pay. Remember that the construction details indicated in the table are the *least* you should be willing to accept at any of the price levels shown.

You may, for your first shopping trip, need to check point by point against the table. But you will soon find that you have memorized most of the important details, and that, as you buy, looking for construction methods will become almost automatic.

Before going out to buy a new dress, it might be a good idea to use the table

in reverse. Take out some of last season's dresses, and check the construction details against the table. Then, if you dare, try some price estimates on some of your friends' clothes.

Some of the terms used in the table are technical. For the sake of compactness and clarity, we have defined them pictorially in the sketches on pages 244 and 245.

Before we consider the details of dress construction, however, there is the important question of where to do your shopping.

WHERE TO BUY

Every woman knows that there are some dress stores which offer much better values than others. But not everyone knows that there is a definite pattern of dress sales practices. And depending on where you shop, you may be able to save several dollars on your dresses. Generally speaking, the stores may be classified into seven types.

CUT PRICE STORES OR SHARPSHOOTERS are more-or-less self-service establishments, which sell dresses at unusually low mark-ups. Generally they are crowded, their stocks are unattractively displayed, and their fitting rooms are far from luxurious. Usually the stock is large, with considerable variety in all sizes. If you live in a city where such stores are accessible, they are recommended as very often offering the best buys for the money.

Outstanding among cut-price dress stores is Klein's in New York City. Their mark-ups are even lower than those of

Comparative Costs

This table shows what different types of stores are likely to charge you for dresses ranging in price from \$1.87 1/2 to \$16.75 at wholesale

WHOLESALE COST	\$1.87 1/2	\$3.50	\$5.37 1/2	\$6.75	\$8.75	\$10.75	\$12.75	\$14.75	\$16.75
Cut Price Store.....	2.50	4.40	6.95	8 to 8.95	11 to 11.95	13.95	17 to 17.95	20 to 21.95	22.95
Chain Store or Specialty Store A.....	2.95	4.95	7.95	9.95	12.95	15.95
Department Store Basement.....	2.95	4.95	7.95	9.95
Dep't Store Upstairs or Specialty Store B.....	5.95	8.95	10.95	14.95	17 to 17.95	20 to 22.95	25	29.95
Credit Store.....	4.95	7.95	10.95	13.95	17.95
Mail Order House.....	1.98	4.95	6.95	9.95

other similar stores, and a tremendous variety is available. Next in importance is Ohrbach's, also in New York. Here the service is better than at Klein's, and stocks are apt to be better kept and less soiled. Prices are, however, somewhat higher.

Other New York cut-price dress stores where good values are obtainable include: Littman's, Hearn's, Lerner's Outlet Store, May's (Brooklyn), Goodwin's (Brooklyn), Fried's (Brooklyn), Alexander's (Bronx).

Stores which offer cut-rate prices in cities other than New York, though prices may be somewhat higher, include: Kay's and Strawbridge & Clothier Basement, Philadelphia; Kaufmann's basement, Pittsburgh; The Mart, Baltimore; Filene's Basement, Boston; Mandel Bros., Morris B. Sachs, Goldblatt's and Gaytime Stores, Chicago; Davidson Bros., Detroit; Ohrbach's and Bamberger's Basement, Newark; Miller Bros., Chattanooga; and Bon Ton, Louisville.

CHAIN STORES which do a cash-and-carry business can generally be depended on for consistently low mark-ups. Stock is generally kept in good condition, and service is superior to that available in the cut-price stores.

The Lerner chain is an outstanding example. It generally offers good quality, and usually at a low mark-up. Those dresses which are made especially for the stores (perhaps 40% of the stock) represent the best values. Dresses manufactured for Lerner's can be recognized from the style tag, which is marked "Dep't 5," and has five digits in the style number. Usually these dresses are superior in detail and handwork; shoulder pads and belts are of good quality, waistlines are often reinforced with binding, zipper plackets are 10 inches long, hems are even and two inches deep, and buttons are tightly sewn.

Other chain stores which offer good values include: J. C. Penney, Darling Shops, Grayson's, Montgomery Ward Retail Stores, Mangel's, Wilbur Rogers, Sally's and Frank Rubinstein.

SPECIALTY DRESS STORES are of two types. The first, which can be called *Type A*, sells dresses at the same general level as the chain store. Usually *Type A* specialty stores are located in highly competitive shopping areas and in home neighborhoods. Selection is generally more limited than in chain stores but, on the other hand, service is usually better. Often the owner is at the same time buyer and salesclerk. And usually, if you can't find what you want, the owner is willing to go to considerable trouble to get it for you. Some small stores of this type have a policy of not

charging for alterations. In such instances, however, the original price of the garment is usually a dollar or so above the chain store level.

Type B specialty stores are quite different. They are generally located in expensive neighborhoods and go in for expensive furnishings and "distinguished" atmosphere. On the whole, prices are comparable with those prevailing upstairs in department stores.

Smaller cities generally have one or two large specialty stores rather than a number of small ones. On the whole, their prices are fair, and merchandise reasonably reliable.

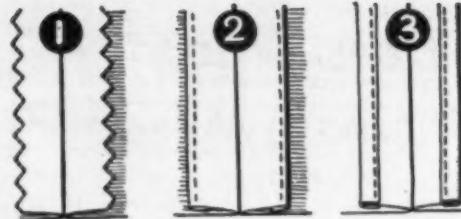
DEPARTMENT STORES usually have two dress departments: one upstairs and one in the basement. The upstairs departments generally approximate in value, service and mark-up the *Type B* specialty shops. Downstairs or basement dress departments are usually separately operated, with different buyers and different dress lines. Mark-ups are lower, and service is not apt to be as good as upstairs. Usually basement prices are in the \$2.95 to \$10.95 range, while upstairs prices in the same stores are seldom less than \$5.95. The best department store value is usually the \$3.95 classic type (shirtwaist dress), which has a brand label sewn into the back of the neck.

CREDIT STORES are, by all odds, the worst places to go dress shopping. Retail prices here are entirely out of proportion to costs. In fact, frequently the original down payment represents the wholesale cost of the garment; subsequent payments go to profits, lawyers' fees, interest, investigation charges, &c. Far cheaper than to buy on the installment plan is to borrow the money and pay cash.

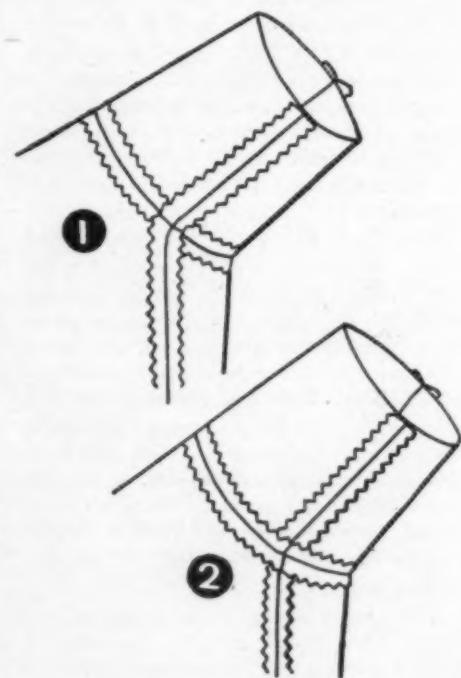
MAIL ORDER houses, such as Montgomery Ward, Sears-Roebuck and Chicago Mail Order, are well organized and give excellent service at low prices. For a given garment, their prices are between those of the cut-rate and the chain stores. Montgomery Ward in particular has garments which are well sized, and if you follow directions for measuring, you can be pretty well assured of a good fit.

Styling of the clothing from mail order firms tends to be rather conservative since garments are made months in advance of the regular season. But specifications as to material, workmanship and fitting are clearly indicated, and are generally high for the price.

The table on page 243 gives, in round figures, a picture of the mark-ups followed by different types of retailers in the dress industry.



FINISHING OF SEAMS. These drawings show the different types of finishing used on the "wrong" side of the seam. (1) A seam with the edges pinked; (2) raw edges of seam turned under and stitched down; (3) additional material added as binding and then stitched down



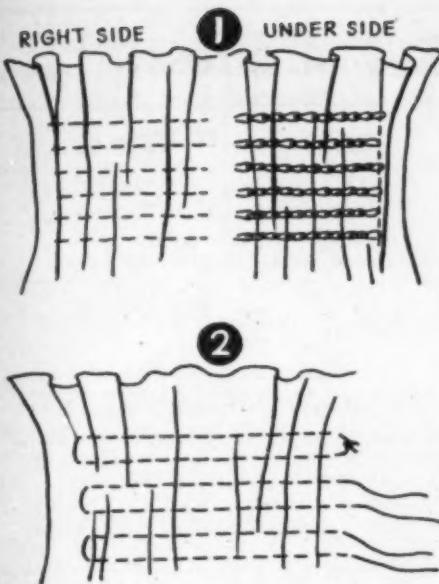
SLEEVE CONSTRUCTION. At the top an "open" sleeve. The sleeve is sewn into the dress and then the seam of the sleeve and the side seam of the dress are made at the same time; with the "closed" sleeve shown below, the seam of the sleeve and the seam of the dress are each closed, and then the sleeve is sewn into the dress



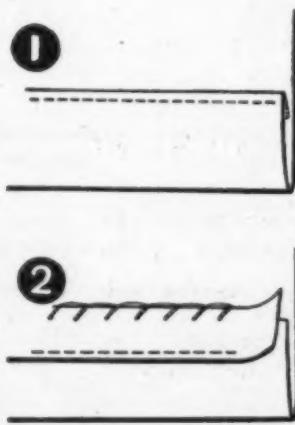
SEAM pressed open on the inside after sewing



BUTTONHOLES. (1) bound; (2) stitched; (3) stitched, man-type



SHIRRING. (1) Machine-stitched shirring which looks like a simple running stitch on the right side of the dress and is chain-stitched on the under-side. A dart is added at the edges of the shirring to keep the chain stitch from raveling; (2) machine-stitched shirring, hand-pulled and with each two rows hand-knotted



HEMS. At the top, a stitched hem which is made by turning the raw edge of the skirt under and stitching it down; at the bottom, a bound hem. An additional strip of material (usually rayon binding) is stitched to the hem and then felled

"SALES" & "DISTRESS MERCHANDISE"

In the larger cities, there are usually several merchants who specialize in so-called "distress merchandise." Under this heading come garments which are closed out for one of several reasons: because the manufacturer has an overstock at the end of the season; because either a manufacturer or a retailer is going out of business and must liquidate stocks; because garments are slightly imperfect or soiled.

Stores that handle such merchandise

usually sell it at greatly reduced prices, sometimes half the usual retail price. Frequently merchandise of this type will be found in the cut-price stores, and there are also stores which specialize in such dresses. You can recognize whether or not you are buying "distress merchandise," rather than material from the regular stock, by following the "What to Look For" pointers in the table.

"Sales" in regular stores are sometimes legitimate, often not. You can sometimes recognize a dress that is really marked down by the original price tag with the old price, which should still be on the garment. But be careful that this is true of the particular dress you buy, for real sale dresses are sometimes put on the rack with others selling at the same price, but bought especially for the occasion and worth no more than the price on the tag.

Beware, too, of advertisements that speak of "special purchase," "made to sell for," "worth at least," and so on.

BRANDS

On the whole, dresses are sold without brand names. Recently, a few manufacturers have come out with branded lines. These are pretty much limited to the so-called "classics": simple shirt-waist-style dresses. Often the brand is sold to only one store in a locality, and the manufacturer and the retailer agree on a fixed retail price. Prices are usually fairly high, but workmanship tends to be good.

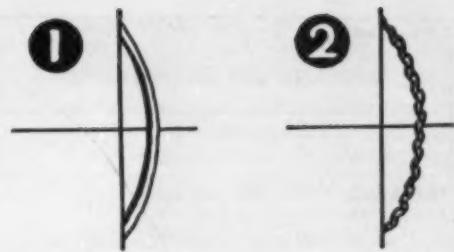
DRESS VALUES

Three things determine the cost of a dress: material, trimming and construction. Here is a picture of the market with respect to these factors. (Prices quoted are in terms of upstairs department store mark-ups.)

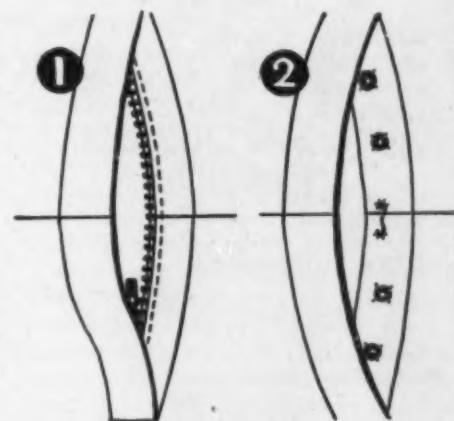
MATERIALS. For the Spring and Summer seasons, cotton is used in all price lines, but the quality of the fabric is not necessarily proportionate to the price. Above \$6 or so, you pay not for durability but for more exclusive design, finer printing and better dye of the fabric, plus trimming and workmanship.

Much the same is true of rayons and other synthetic fabrics. Examination shows that substantially the same material will be found in a \$5 or a \$35 rayon dress. Today's rayons are much improved materials, and their serviceability compares favorably with that of other materials on most counts. Two things must be watched, however: all rayons are weak when wet; many rayons, especially those with crinkled weaves, have a tendency to stretch or to sag.

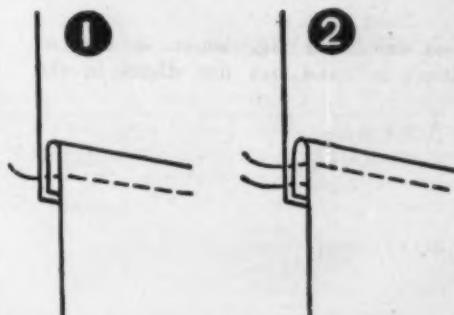
Wool dresses used to be available for as little as \$6. Today pure wool is not



LOOPS. At the left, a belt loop made of the same material as the dress, sewn into the seam by machine; at the right, a loop made of a crocheted chain stitch from silk or cotton, attached by hand



SIDE CLOSINGS. At the left, a placket with a zipper; at the right, a placket with snaps and a hook and eye at the waistline



WAISTLINE. At the left, only one row of stitching; at the right, two rows

to be found in dresses retailing at less than about \$11. Mixtures of about 50% wool with other fabrics are to be found for about \$8. The better mixtures, as well as Aralac, a wool substitute, drape well and look and feel much like wool. Although they are very satisfactory in themselves as dress materials, they cannot be expected to have all of wool's heat retention and wrinkle resistance.

Even before the war, silk dresses were on the way out, with synthetics taking their place in all price lines. If you get a dress sold as silk, be sure it bears

How to Buy A Dress:

Herewith some
should expect

		\$2.95	\$5.95	\$8.95	\$10.95
SEAMS:	Stitches per inch Finishing Width (after finishing) Pressing	8-10 Unfinished ½ inch	10-12 Pinked ¾ inch Pressed open	12-14 Pinked ¾ inch Pressed open	14-16 Pinked ¾ inch Pressed open
HEMS:	Finishing Stitching Depth	No binding Stitched or machine felled 1 inch	Binding (usually) Machine felled 1 ½ inch	Binding Machine felled 2 inches	Binding Machine felled 2 inches
WAISTLINE:	Rows of stitches Ribbon	One None	One None	Two Present (sometimes)	Two Present (usually)
PLACKET:	Length Closure	5 inches 1 or 2 snaps	8 inches Zipper or 3 snaps	10 inches Zipper or 4 snaps	10 inches Zipper or 4 snaps and hook & eye
BELT (made of self-material)	Attachment of buckle Loops	Stapled Self-material	Stapled Self-material	Hand sewn Crocheted, hand sewn	Hand sewn Crocheted, hand sewn
NECK:	Back opening Facing around neck	1 snap or 1 button and loop Hangs loose	1 snap or buttons and loops Machine felled	Buttons and loops Hand tacked or machine felled	Zipper or buttons & loops Machine or hand felled
FACINGS:	Inside edge Outside finish	Bent 1 row machine stitch	Bent 1 row machine stitch	Bent and machine felled Top stitch	Bound and machine felled Top stitch
SLEEVE SETTING:	Rows of stitches Finish	One Open	One Open	One Open	One or two Open
SHOULDER PADS:	Stitching	Machine stitched	Machine stitched	Machine stitched or hand tacked at shoulder	Hand tacked at corners
SLEEVE BOTTOMS:	Stitching Finish	Stitched down once Unfinished	Stitched back Bound or machine felled	Facing or binding Machine felled	Facing or binding Machine or hand felled
COLLARS AND CUFFS:	Edges Stitching Detachability	Raw edge Machine Not detachable	Clean edge Machine Detachable	Clean edge Hand or machine felled Detachable	Clean edge Hand felled Detachable
BUTTONS:	Number of stitches Thread in series	One or two Continuous	Two Continuous	Three Continuous under facing	Four to six Continuous under facing
BUTTONHOLES:	Stitching	Widely spaced, machine	Closely spaced machine	Closely spaced machine	Closely spaced machine or hand
SHIRRING IN CLUSTERS:	Stitching Darts	Chain stitched Darts (usually)	Chain stitched Darts at edges	Chain stitched Darts at edges	Chain stitched Darts at edges
POCKETS:	Type Construction Hole for double ply	Patch Single thickness	Patch Double ply Hole near inside center	Patch Double ply Hole near inside bottom	Welt or patch Double if patch No hole
KERCHIEFS:	Finish at edges Method of attachment	Pinked, or inverted raw Not attached	Machine hemmed Pinned	Machine hemmed Hand sewn	Machine-hand rolled Hand sewn
FLOWERS:	Method of attachment	Pinned or 1-2 stitches	Pinned or 1-2 stitches	Firmly hand sewn	Firmly hand sewn
PIPING		None (cording instead)	None (cording instead)	French piping	French piping

Maximum permitted by WPB regulations.

construction details to look for at the various price levels. Learn what you before you go dress shopping if you want to be sure of your money's worth

\$12.95	\$17.95	\$25. and up
16 Pinked $\frac{1}{2}$ inch Pressed open	16-18 Pinked $\frac{3}{4}$ inch Pressed open	20 Bent or bound $\frac{3}{4}$ inch Pressed open
Binding Machine felled 2 inches ¹	Binding Hand felled 2 inches ¹	Binding Hand felled 2 inches ¹
Three Present 11 inches	Four Present 11 inches	Five Present 12 inches (with hand felled facing) Zipper or 5 snaps and hook & eye
Zipper or 4 snaps and hook & eye Hand sewn Crocheted, hand sewn	Zipper or 5 snaps and hook & eye Hand sewn Crocheted, hand sewn	Hand sewn Crocheted, hand sewn
Zipper or buttons & loops Hand felled	Zipper Hand felled	Zipper Hand felled
Bound and hand felled Top stitch	Bound and hand felled Pressed flat	Bound and hand felled Pressed flat
Two Closed	Two Closed	Three or four Closed
Hand tacked at corners or hand felled all around	Hand felled all around	Hand felled all around
Facing or binding Hand felled	Facing or binding Hand felled	Facing or binding Hand felled
Clean edge Hand felled Detachable	Clean edge Hand felled Detachable	Clean edge Hand felled Detachable
Four to six Separate	Six Separate	Six Separate
Closely spaced machine or hand	Closely spaced machine or hand	Hand-made
Machine stitch Darts at edges	Machine stitch, hand knotted None	Machine stitch, hand knotted None
Welt or patch Double if patch No hole	Welt or patch Double if patch No hole	Welt or patch Double if patch No hole
Machine-hand rolled Hand sewn	Hand rolled Hand sewn	Hand rolled Hand sewn
Firmly hand sewn	Firmly hand sewn	Firmly hand sewn
French piping	French piping	French piping, hand felled

a label which says it is "pure silk."

TRIMMINGS AND ACCESSORIES. Details of trimmings and accessories indicate to a large extent the quality of the dress.

Buttons covered with the same material as the dress are found in all price lines. If other buttons are used, plastics ranging from light to heavy should be found in the price ranges from \$3 to \$9; good quality pearl, bone or very heavy and well-made plastic buttons should be present at higher prices. Try to get individually sewn buttons at any price.

Buckles on belts should follow the same general specifications as buttons.

Belts of the same material as the dress on \$3 dresses are generally backed with a thin paper-like fabric. On \$6 dresses, the backing should be heavier; at about \$9 the backing should be of leatherette. Leather-type belts are generally of imitation leather on dresses selling at less than \$11; on dresses over this price real leather may be expected.

Artificial flowers. A more expensive dress should have large sprays, made of cloth and firmly attached to covered wire stems. Where the style makes it possible, edges should be rolled. Flowers on cheap dresses are often made of paper or roughly cut fabric, with stems of twisted paper.

Shoulder pads vary quite consistently with price. At \$3, they are generally of thin cotton buckram with unfinished edges. Around \$6 either a heavier buckram with bound edges or a round pillow-type pad with raw edges is used. The \$9 price group usually has round pillow-type pads with bound edges or triangular pads with bound edges. An \$11 dress should have bound triangular pads, covered with the same material as the dress; at higher prices the triangular shoulder pads should be self-covered and smoothly seamed all around.

Collars and cuffs of pique or similar material are found in all price lines. On such tailored details, little variety in material is to be seen at the different prices. But "dressmaker" collars and cuffs vary considerably. On \$3 dresses they are generally of cotton or eyelet batiste. The \$6 dress often has rather skimpy machine-made lace details; the same type of material, more generously applied, is characteristic of the \$9 line. At \$11 the lace is generally still machine-made, but of better quality; it is usually only above \$17 that handmade lace is found.

Jewelry. Metal jewelry is due to give way to plastics in the coming year. Look for well-finished edges and good clasps on better dresses.

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Technical Section • 247

Making a "Four" Out of an "Eight"

SUN OIL COMPANY'S PLAN

Stringent rationing regulations in Great Britain long ago induced drivers of many high-powered cars (American straight eights among them) to cut in half the number of working cylinders so as to increase gas mileage. The Sun Oil Company is currently working out the details of a similar plan for recommendation to American motorists.

Until more details are available, we urge car owners to use caution in making a "four" out of an 8-cylinder car or a "three" out of the family Six.

Operation on half the cylinders, and especially on three cylinders, is decidedly jerky, and acceleration snailish. There are other drawbacks. Costs of "splitting" an engine in this way are estimated at \$10 to \$25, chiefly for skilled labor. And there are reports that wear and tear on the rear end are greatly increased.

There seems to be no question that "splitting" the engine can improve gas mileage by 20 to 30 percent. The point is whether or not such saving is more than offset by adverse effects on the car. At this time, we can only suggest that you make sure to write the manufacturer for suitable instructions to the mechanic before putting your car on the operating table.

- ★ How can I save on fuel?
- ★ How shall I insulate my house?
- ★ What kind of coal shall I buy?

These questions are answered in three articles, still timely, from back issues of the Reports: "Heat and Cold Protection" (August 1938), "How to Cut Your Fuel Bill" (August 1941), and "How to Buy Bituminous Coal" (September 1941). The Reports containing these articles may be purchased by CU members, for a limited time, at the special price of 40¢ for all three.

CONTINUED FROM PAGE 247

CONSTRUCTION is even more important than material and trimming in determining your choice of a dress. To help you, CU's consultants have compiled the table which accompanies this report. It gives you, point by point, the construction details to look for; if you follow it carefully, you will know what to expect and how good a value you are getting in the dress you buy. Before using the table, however, be sure to note the definitions of terms illustrated on pages 244 and 245.

SIZE AND STYLE

Disappointing as it may be to those who feel they can get their "right" size only in higher priced dresses, it is not these but the cheaper garments which are generally correctly sized. Makers of higher priced dresses follow a fairly consistent policy of cutting their dresses larger than the marked size. This not only flatters the customer, but, should alterations be necessary, there is ample material to work on.

Over 85% of the dresses sold in this country retail at less than \$10. These are produced on a mass-production basis, with styles very much like those of the higher priced dresses; often they are such close reproductions that, except for details, they are hard to tell from the originals. All factors considered, these "popular priced dresses" offer the best value for the money.

Dresses in the \$10 to \$30 group ("better dresses") do have some superior details, but often the high prices are largely due to the fact that the production is not so well organized as in the cheaper lines, and costs are consequently higher. Usually they offer little or no style superiority. Best buys in this range are the tailored woolens, which should give superior material and workmanship.

Over \$30, no recommendations can be made; often it's a case of charging what the market will bear. It is only at the very high prices that exclusive styles are available.

THE NEW SILHOUETTE. The War Production Board's order placing certain limitations on hemlines of dresses and other details, while originally designed to save on material, seems not to be accomplishing any such thing. Actually designers are coming out with new styles which use just as much material while conforming to regulations. And the result is that, far from conserving materials, the new styles are tending to make the dresses of a year ago obsolete. CU considers that, contrary to widespread ads urging you to buy the new "patriotic" silhouettes, it is the duty of really patriotic American women to make current dresses last.

Colorfastness: Grade Labeling

CU'S TESTIMONY

Verbal battles between consumers and industry, with FTC caught in the middle, characterized hearings on colorfastness of textiles held in New York and Washington this month and last. For industry was holding firm to its old concept that the best regulation is no regulation, while consumers supported FTC's proposal that colorfastness, like most other qualities of consumer goods could and should be grade labeled.

Said Madeline Ross, CU's Technical Editor, at the hearings:

"We feel that labeling of textiles in this fashion (grade labeling) would do much to promote honesty and fair dealing in the interest of the consumer. Protection of this type is much needed, and it has never before been made available in a general, consistent and organized manner."

CU's proposals included recommendations to classify all textile products into grades according to the degree of colorfastness they require in use. Thus, while awnings require a very high degree of colorfastness to sunlight, for women's underwear such high colorfastness would be neither necessary nor especially desirable. So that awnings might require Grade A lightfastness and rayon underwear, only Grade C.

After classification, each garment should, if it meets specifications, be required to bear a tag something like this:

"GRADE C COLORFASTNESS TO LIGHT."

"Grade C is the highest grade required for garments of this class."

Or should it fall below specifications, its actual colorfastness to light would be state in the first line, followed by a statement that it falls below the grade required for garments in its class.

Similar proposals were made for colorfastness to laundering, with the added requirement that laundering instructions be clearly given on each label. Should there be claims for other types of colorfastness (drycleaning, wet or dry pressing, rubbing, perspiration, or gas), CU suggested the same type of classification and labeling be used.

Hearings are being concluded as we go to press. We shall report results as soon as FTC announces them.

NEWS & INFORMATION



Leon Lays it on the Line

The Price Administrator asks consumers to enlist in the war against the high cost of living, and suggests they boycott stores failing to comply with the General Maximum Price Regulation

LEON HENDERSON himself has summoned consumers to enlist in the war against the high cost of living, and has asked them to man the pill boxes on the Inner Front armed with a potent economic weapon: the boycott.

He laid it on the line in a speech at Norfolk last month. Addressing a throng of war workers in the Virginia seaport, many of whom had seen their friends sail out to death on the high seas, Henderson asked them to help lick Hitler and avenge those friends by refusing to buy in stores which fail to comply with the price control regulation.

His statement went unnoticed in the press, which was busy next day burying his demand that war profits, swollen by 400 percent since 1939, be taxed "deeply and drastically" while playing up his call for wage and farm price stabilization. Yet the Norfolk invitation to the boycott may mark a turning point in OPA's attitude toward the public's desire to help stop inflation.

Although Mr. Henderson prefaced his invitation by restating his earlier warnings that he wanted no one setting himself up as warden of another's conduct, there can be no doubt of his meaning. He put it this way:

"I suggest that as your individual part in this offensive you as consumers patronize *only* [italics Henderson's] those merchants who have posted their prices, that you refuse to patronize those who . . . are palpably evading regulations. That in itself is an expression of your will and determination to make this program work."

In those words, many here believe, is written the end of OPA's honeymoon with the business-as-usual boys who have chosen to deal with price control on the basis of being ready to comply when they get around to it.

A significant item in the news from

Baltimore the day before Henderson appeared at Norfolk bears out this belief that OPA may finally get tough. For OPA announced the filing of a suit in the Peoples Court there in which one Steve Varga asked \$50 damages under the price control law from a variety store which, he alleged, charged him two cents more than the ceiling price for a tube of toothpaste. This is the first consumer suit to date.

Ever since April 28, when the General Maximum Price Regulation was issued, OPA has spoken softly and hidden the big stick. Official utterances, ranging from Dexter Keezer's celebrated attack on unofficial price wardens as "fifth wheelers," to the earnestly conciliatory statements of minor field speakers, have stressed the importance of giving retailers time to adjust their habits to the ways of war. "Lean over backwards," OPA cautioned consumers, "your grocer's got a tough lot of paper work to do, and he needs time to do it."

WHOSE FAULT IS IT?

Well, the retailers have had four months of grace. Educational campaigns have been conducted all over the country. In Detroit every fourth store was visited by an OPA inspector who patiently explained how to post prices. In New York a campaign using volunteer educators was conducted. Retail merchants groups have sent out bales of instructions to the stores.

Yet reports reaching Washington show a woeful degree of non-compliance. They indicate OPA is powerless to cope with a situation so alarming as to threaten the whole retail price program.

Partly, OPA's inability to handle the situation stems from the work of Congressional hatchetmen, who sought to cut the heart out of the price control program, and partially succeeded, by hack-

Cumulative Index

Each issue of the Reports contains this cumulative index of principal material carried since publication of the 1942 Buying Guide issue. By supplementing the Buying Guide index with this one, members can instantly locate current material and keep abreast of changes resulting from new tests. Page numbers run consecutively beginning with the January 1942 issue. Jan. 1-28; Feb. 29-56; Mar. 57-84; Apr. 85-112; May 113-140; June 141-168; July 169-196; Aug. 197-224; Sept. 225-252.

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CONSUMERS UNION

17 Union Square W., N. Y. C.

I am enclosing \$ for which please send me the material I have checked below:

Special Combination Offer—

"Look Before You Cook" (\$1.50)
"Good Health & Bad Medicine" (\$1.50)
"Our Common Ailment" (\$1.00)
"Your Marriage" (\$2.00)

Price to CU Members for all four—\$4.75.

Binder for the "Reports"—75¢.

Bound Volumes, 1936-37, 1938, 1939, 1940—each \$1.75. 1941—\$2.50. (Check year.)

Complete Set of Volumes Ordered Together—\$8.

Any Three Volumes Ordered Together—\$5.

NAME

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CONSUMERS UNION

17 Union Square W., N. Y. C.
ENCLOSE \$3.50 FOR WHICH PLEASE

Enter me as a member of Consumers Union and send me the Reports and Buying Guide for one year.

Renew my membership for one year.

I ENCLOSE \$4 FOR WHICH PLEASE

Enter me as a member and send me the Reports and Buying Guide and Bread & Butter for one year.

Renew my membership for one year and send me Bread & Butter to run concurrently with the Reports.

I AGREE TO KEEP CONFIDENTIAL ALL MATERIAL SO DESIGNATED.

NAME.....

ADDRESS.....

9CU2

ing at the necessary appropriation. They pared OPA's budget to the bare bones of administrative necessity and token enforcement proceedings.

But mainly OPA's failure may be traced to its heartbreaking delay in paying more than lip service to the concept of the people's war. Like Selective Service, tin can salvage, production and every other phase of this fight, the price control program simply will not work without the eager partnership of the people. It's high time OPA learned this and Henderson's call sounds as though it has.

His plea that the people march to his support must be considered a call for direct action on the part of organized citizen-consumers. They must recognize that he would not have spoken as deliberately as he did of profits, wages, farm prices, rent, rationing and price control had he not been deeply aware of the imminence of economic disaster.

JOB FOR CONSUMERS

It is therefore up to the conscious consumers of the country to accept his challenge and to assume the leadership in organizing the offensive in communities throughout the land. Consumer committees in unions, women's clubs, civic bodies, church groups, defense councils and all consumer organizations must make it their business to act—now. They must first acquaint themselves with price posting requirements, and then check up on which retailers are playing ball with Uncle Sam, and which are helping Hitler by failing to comply. And then they must inform their memberships accordingly.

It should not be necessary to picket shops evading the regulations. A visit by an informed and determined committee ought to be enough to bring any retailer into line once he understands that the members of the group are committed to dealing elsewhere until he delivers on his share of this war.

Perhaps OPA's single call for action on a single sector of the Inner Front is what is required to activate thousands of unions and other organizations on the consumer side of the war. Once the people learn their strength in enforcing the posting of prices in retail stores, they will be more ready to act on questions of rent, black markets, rationing, quality standards and other questions. And Mr. Henderson, to judge by another portion of the speech, will welcome such action on the part of the people.

"There are some among us—gasoline gougers, the petty bootleggers of tires and the nickel-hungry price chisellers—who are placing their puny profits above the expressed will of the majority . . . it is time that we called them to time."

Labor: The Dress Industry

THE WOMEN'S dress industry is largely concentrated in New York City, where about 70,000 dress workers are employed. Nearly all are members of the International Ladies Garment Workers Union, AFL, which is the only union in the women's dress field. The Union estimates that 85 to 90 percent of the 35 to 40 thousand workers outside of New York are covered by contract.

The basic minimum hourly wage for operators on dresses wholesaling above \$3.75 is 90¢ an hour, and 75¢ an hour on dresses wholesaling below \$3.75, according to the ILGWU. In parts of certain states close to New York, including Massachusetts, Connecticut, Pennsylvania, New Jersey, Delaware and Maryland, workers receive 10 per cent less on the average than New York workers.

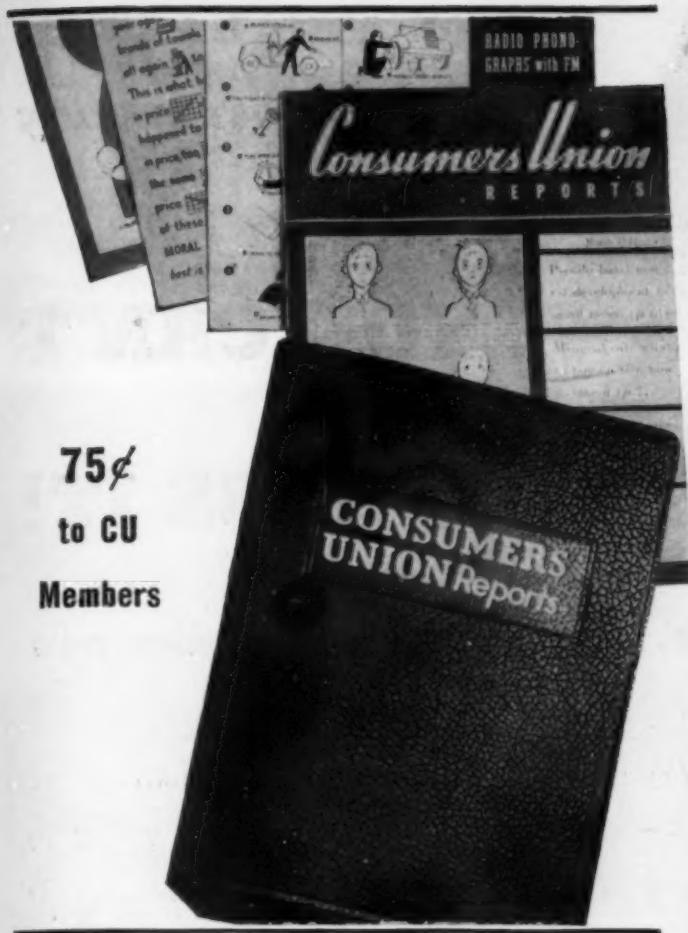
On the west coast and in the larger cities such as Boston, Philadelphia and Chicago, wage scales are nearly comparable with those in New York. Where dresses are manufactured on a piece rate basis, these rates are fixed so that the slowest workers will be guaranteed at least the hourly minimum set by contract with the Union.

The Union reports that wage adjustments of 12 to 15 per cent, based on increases in the cost of living, have been negotiated for nearly all its members.

The dress industry is highly seasonal. Workers must expect to be unemployed for five or six months during the year, and it is feared that the unemployment problem will become even more serious with further curtailment of materials.

★ "HOME FRONT—A Victory Program for Trade Union Consumers," is a new, twelve-page, illustrated pamphlet issued by Consumers Union. Questions, answers and pictures show in simple, concrete terms how any union can organize a consumer committee; how to participate in the consumer activities of your local War Council; what to do about publicity; where to get help inside and outside the community; where to get up-to-date information on living costs.

You can get a copy of this useful pamphlet from CU for 5¢. If you wish larger quantities for distribution, special rates are available.



• BUY CAREFULLY

This is no longer just a slogan. It is something we must all take very seriously if we are to do our share in the war effort. The Reports help you to buy carefully, but in order to get the maximum value out of them, they must be readily available at all times. If you have one of CU's binders your Reports will always be together in one place.

• WASTE NOTHING

Make the Reports work for you in the most efficient way possible. Get one of these handy, neat-looking binders. Insert each Report into it as soon as it arrives, and you'll always have a complete file of issues in one place for quick reference.

• TAKE CARE OF THE THINGS YOU HAVE

The Care & Repair department in the Reports is especially designed to help you take care of things you will not be able to replace for the duration.

You will have occasion to refer to the helpful advice in these columns—and to the similar advice in many of the individual reports—again and again. Wouldn't it be easier for you if these Care & Repair tips were all gathered together in this sturdy black leatherette binder, ready for use at a moment's notice?

USE ORDER FORM ON PAGE 249

LET'S GET ORGANIZED

Do you enjoy Consumer Reports? Get something out of them each month . . . Then file them away for future reference? That's not enough.

We could afford to waste like that a year ago,

We can't today.

A year ago it was pretty good just to be smart about the goods you bought.

Everybody must get smart today.

Everybody must learn to buy wisely . . . conserve . . . avoid waste . . .

So we'll have food for the troops, steel for the tanks, explosives for the bombs, to break the Axis.

Every American must be a soldier in the war against inflation,

And you CU readers can supply much of the leadership.

But you must do much more about it, beginning now.

When you show your CU material, talk about wise buying,

You are making a start.

When you sign up some CU members,

You are making progress.

When you organize a group of 15 or more members,

You are doing a real job

—For yourself, for your friends, and for the nation.

(Incidentally, the job is easy.

When you show your friends the material And tell them you can offer a reduced group rate for a dollar less than the cost of an individual membership,

They will rush to join.

Try it and see.)

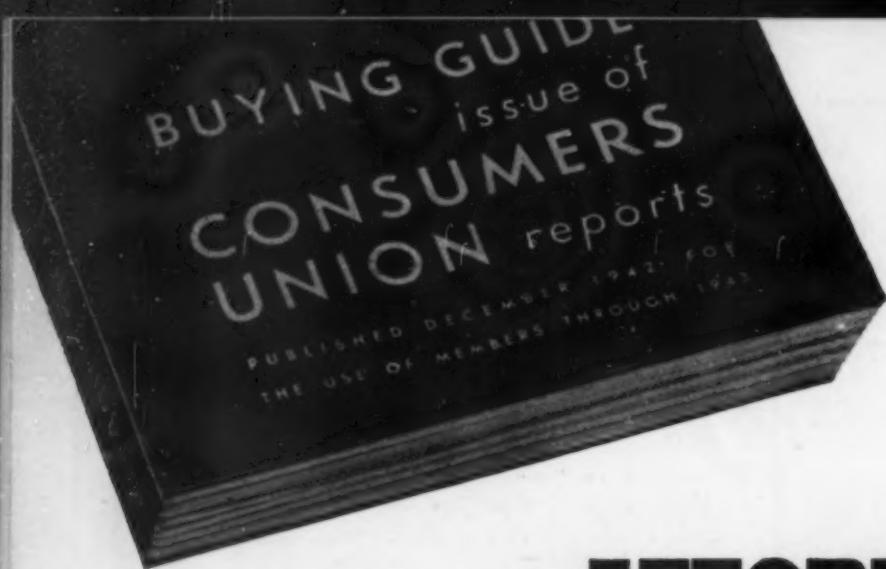


CONSUMERS UNION • 17 UNION SQUARE • NYC

Send me information about organizing a CU group at the reduced group rate.

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ADDRESS



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» How does your membership stand? If it expires any time before December, you'll miss out on the *Guide* unless you renew. Why don't you do it now? Your prompt renewal will help us greatly in calculating the print order for the *Guide*, will insure your getting your copy.

USE ORDER FORM ON PAGE 250 TO ENTER YOUR RENEWAL